ESTTA Tracking number:

ESTTA702588 10/15/2015

Filing date:

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92058893
Party	Plaintiff Mayweather Promotions, LLC
Correspondence Address	LAURI S THOMPSON GREENBERG TRAURIG LLP 3773 HOWARD HUGHES PARKWAY, SUITE 400N LAS VEGAS, NV 89169 UNITED STATES thompsonl@gtlaw.com, welshs@gtlaw.com, lvpto@gtlaw.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Peter H. Ajemian
Filer's e-mail	lvlitdock@gtlaw.com, ajemianp@gtlaw.com, neyc@gtlaw.com, thompsonl@gtlaw.com, nortons@gtlaw.com
Signature	/s/ Peter H. Ajemian
Date	10/15/2015
Attachments	Notice of Reliance (Internet) (Part 1).pdf(4594137 bytes ) Notice of Reliance (Internet)(part 2).pdf(4871207 bytes ) Notice of Reliance (Internet)(part 3).pdf(3230284 bytes )

LAURI S. THOMPSON (Nevada Bar No. 6846) PETER H. AJEMIAN (Nevada Bar No. 9491) SHAUNA L. NORTON (Nevada Bar No. 11320)

GREENBERG TRAURIG, LLP

3773 Howard Hughes Parkway, Suite 400 North

Las Vegas, NV 89169 Telephone: 702-792-3773 Facsimile: 702-792-9002

Attorneys for Mayweather Promotions, LLC

In the matter of Trademark Registration No. 3565960 For the mark MONEY POWER RESPECT ENTERTAINMENT in Class 35 Registration Date: January 20, 2009

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

MAYWEATHER PROMOTIONS, LLC,

Petitioner,

v.

BRANCH, CAHLEB, JEREMIAH, LLC,

Registrant.

NOTICE OF RELIANCE – INTERNET MATERIALS

Cancellation No. 92058893

#### PETITIONER'S NOTICE OF RELIANCE

Petitioner Mayweather Promotions, LLC ("Petitioner") hereby files this Notice of Reliance in the above-captioned matter pursuant to TBMP § 704.08(b) and 37 C.F.R. 2.122(e). In particular, Petitioner files this Notice of Reliance to place into the record certain internet materials.

The evidence to be entered into the record is attached hereto and is as follows:

Exhibit	Internet Material
Exhibit A	Printouts from Way Back Machine of Registrant's website
	produced by Petitioner as May-B000084-114, accessed on June
	9, 2015, available at:
	http://web.archive.org/web/*/moneypowerrespectentertainment.c
	<u>om</u>
Exhibit B	Printouts from Way Back Machine of Registrant's website
	produced by Registrant as MPRE00307-351, accessed on June
	29, 2015, available at:
	http://web.archive.org/web/*/moneypowerrespectentertainment.c
	<u>om</u>
Exhibit C	Printouts from Registrant's Facebook page produced by
	Registrant as MPRE00131-216, accessed on June 23, 2015,
	available at: <a href="https://www.facebook.com/mprentllc">https://www.facebook.com/mprentllc</a>
Exhibit D	Article entitled "Money Power Respect Entertainment Pushes
	Local Hip-Hop on a Large Scale" dated July 12, 2011, produced
	by Registrant as MPRE00217-219, accessed on August 4, 2014,
	available at: <a href="http://www.phoenixnewtimes.com/music/money-">http://www.phoenixnewtimes.com/music/money-</a>
	power-respect-entertainment-pushes-local-hip-hop-on-a-large-
	<u>scale-6594579</u>

The materials set forth in Exhibits A and B will be used by Petitioner to show Registrant's website at various points in time from 2008 to the present. These materials are relevant to show that Registrant initially offered online retail store services on its website but that Registrant ceased offering online retail store services some time in 2011. Further, these materials are relevant to show that Registrant did not resume offering online retail store services under the MONEY POWER RESPECT ENTERTAINMENT mark on its website until after this cancellation proceeding began. The internet materials set forth in Exhibits C and D will be used by Petitioner to show that the documents produced by Registrant to show its use of the MONEY

•••

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...

POWER RESPECT ENTERTAINMENT mark do not actually show use in commerce by Registrant of the mark for online retail store services.

Respectfully submitted this 15th day of October, 2015.

## GREENBERG TRAURIG, LLP

/s/ Peter H. Ajemian

Lauri S. Thompson, Esq. (Nevada Bar No. 6846) Peter H. Ajemian, Esq. (Nevada Bar No. 9491) Shauna L. Norton, Esq. (Nevada Bar No. 11320) 3773 Howard Hughes Parkway, Suite 400 North Las Vegas, NV 89169 Counsel for Petitioner

## **CERTIFICATE OF SERVICE**

I hereby certify that on October 15th, 2015, I served the foregoing **NOTICE OF RELIANCE** on:

Frank G. Long Dickinson Wright PLLC 1850 N. Central Avenue, Suite 1400 Phoenix, AZ 85004

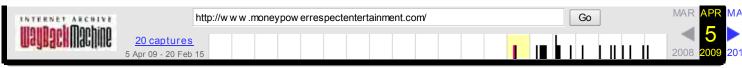
Jenny T. Slocum Dickinson Wright PLLC 1875 Eye Street, N.W., Suite 1200 Washington, DC 20006 Attorneys for Registrant

by causing a full, true, and correct copy thereof to be sent by first class United States mail, postage prepaid.

/s/ Cynthia L. Ney

An employee of Greenberg Traurig, LLP

# **EXHIBIT A**



Your Subtitle text

- Home
- About Us
- Artist Management
- Arts & Ent. Management
- Advertising & Promotions
- Retail Services
- Contact Us
- Shop
- Staff Email
- Myspace Page
- Members Lounge



Sign	up	to	bec	ome	α	men	ıber	:	
Name:									
Email:									
		I agre	ee to th	ne tern	ns of	fservic	e		
			Su	bmit	]				
					Ρ.	O. B	ox 5	49	86
				P	ho	enix	A7	85	0:

(480)-MPR(677)-9392 info@mprent.net

Copyright 2015. Money Power Respect Entertainment. All rights reserved.



Your Subtitle text

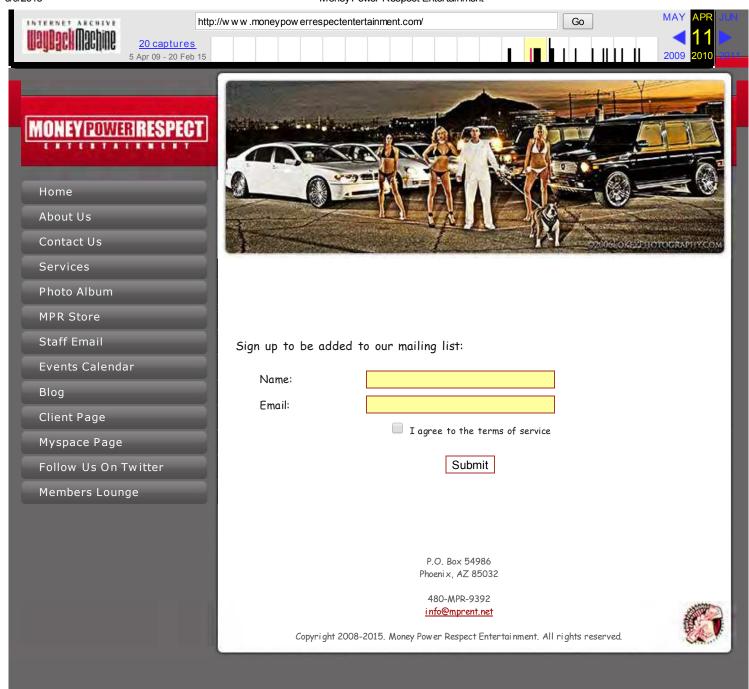
- Home
- About Us
- Artist Management
- Arts & Ent. Management
- Advertising & Promotions
- Retail Services
- Contact Us
- Shop
- Staff Email
- Myspace Page
- Members Lounge

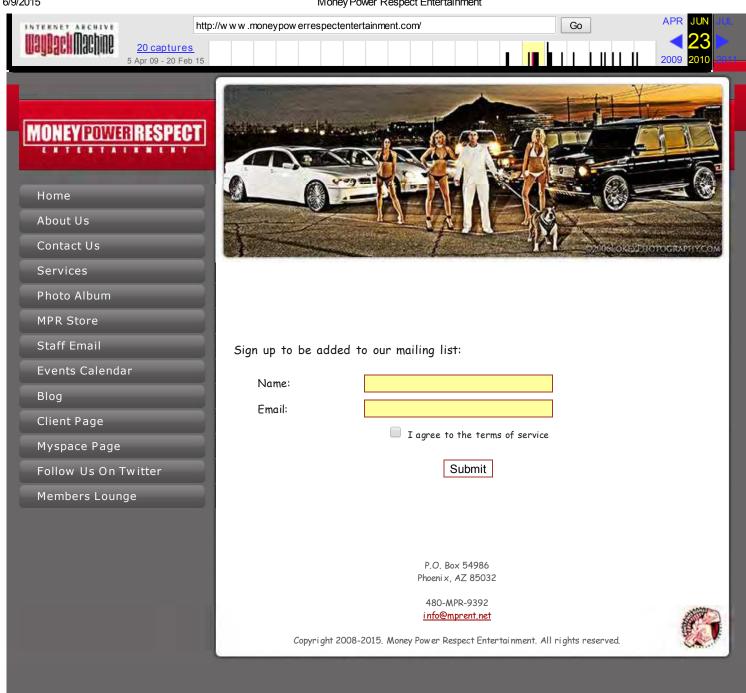


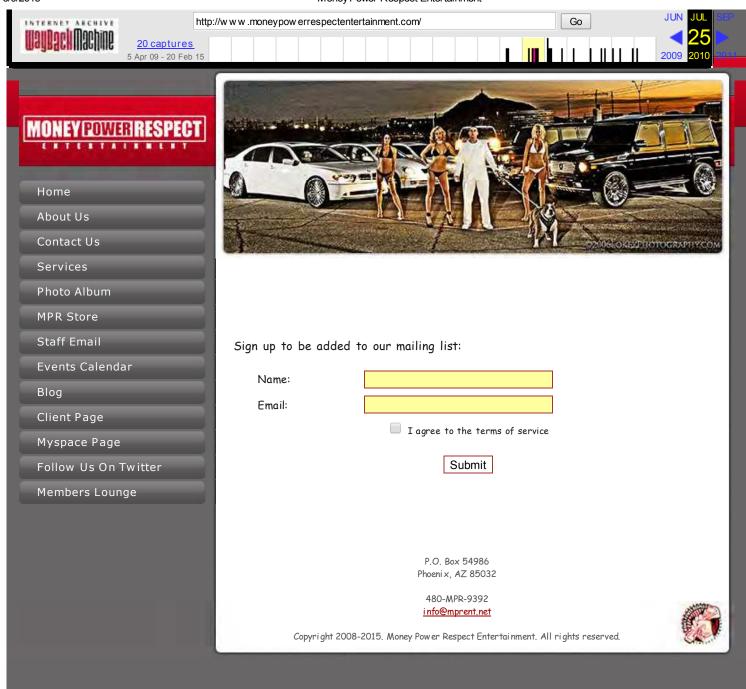
Sign	up to become a member:
Name:	
Email:	
	I agree to the terms of service
	Submit
	P.O. Box 54986
	Phoenix, AZ 85032

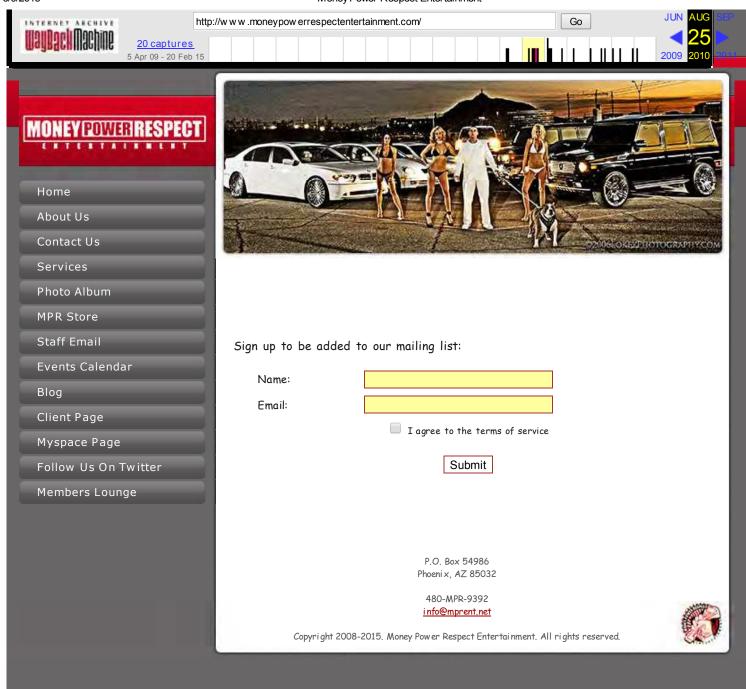
(480)-MPR(677)-9392 info@mprent.net

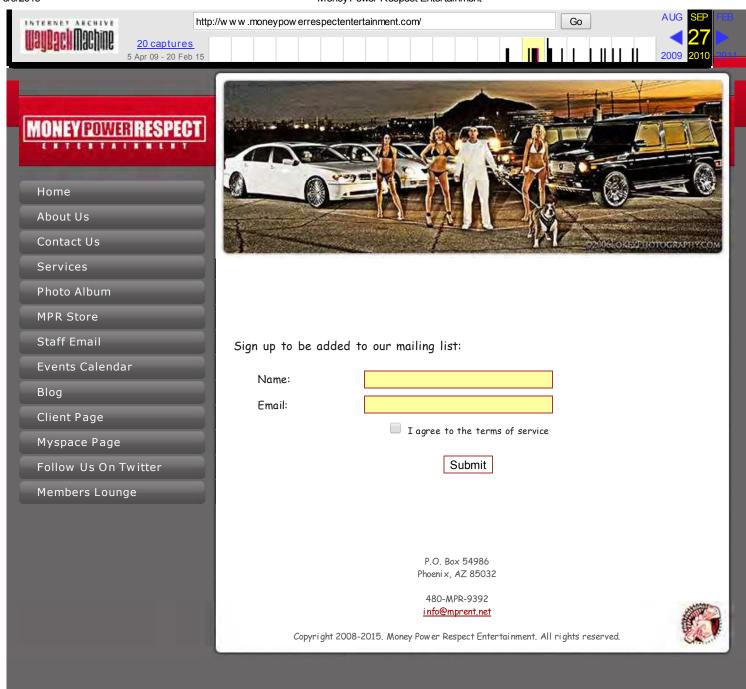
Copyright 2015. Money Power Respect Entertainment. All rights reserved.

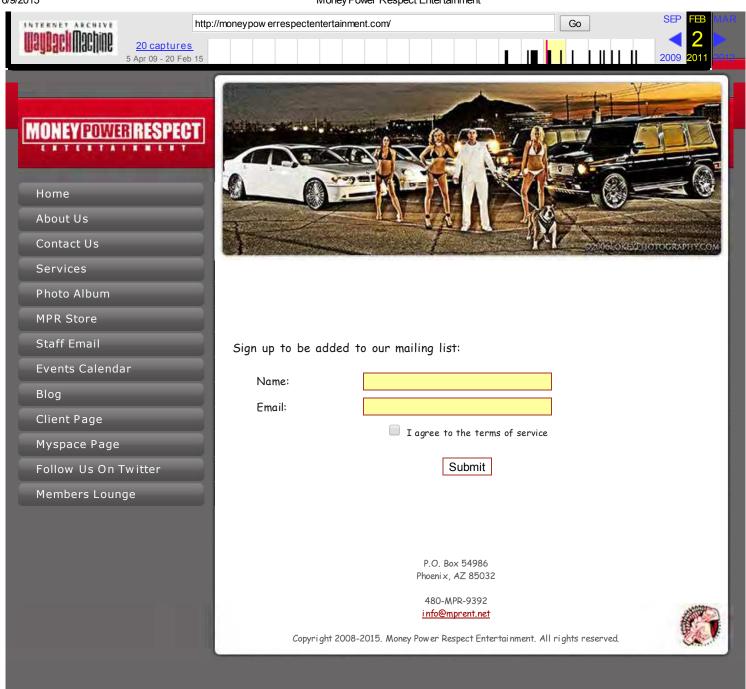


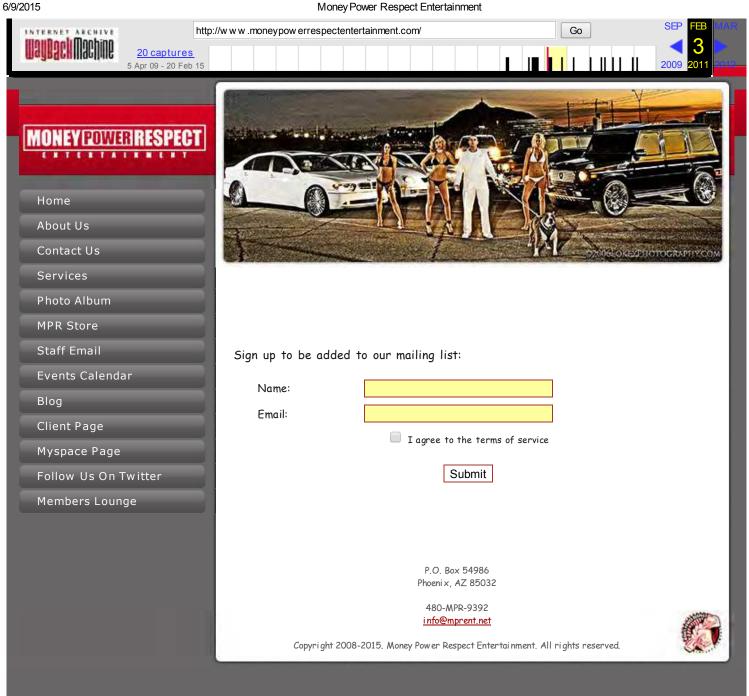


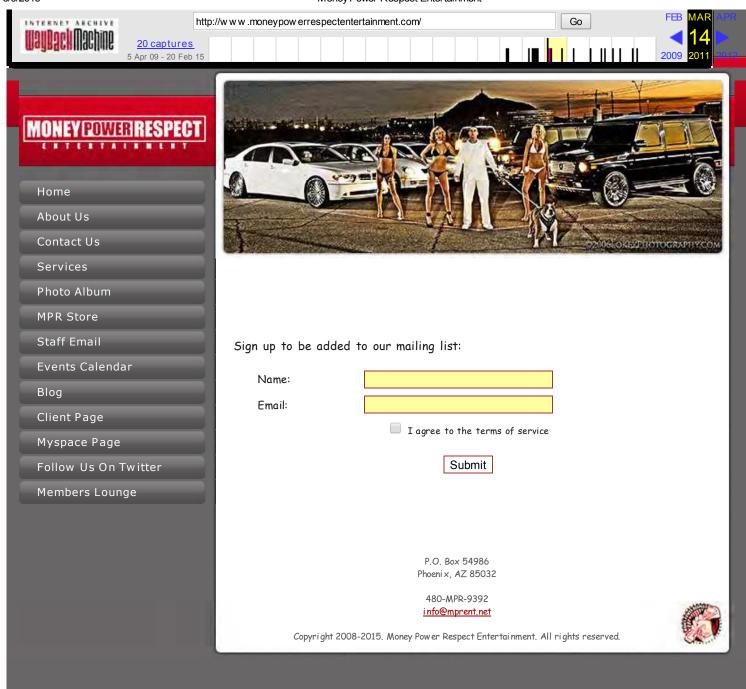


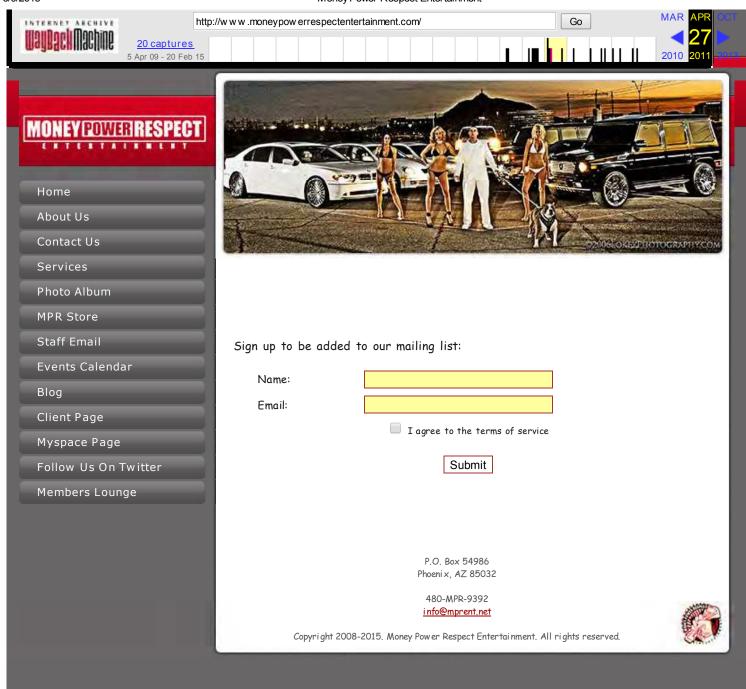




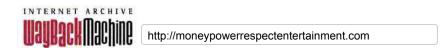








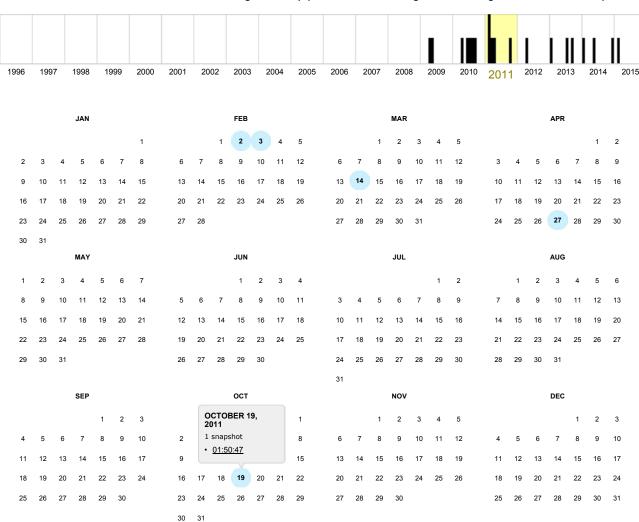
**BROWSE HISTORY** 



#### http://moneypowerrespectentertainment.com

Saved 20 times between April 5, 2009 and February 20, 2015.

PLEASE DONATE TODAY. Your generosity preserves knowledge for future generations. Thank you.



#### Note

This calendar view maps the number of times http://moneypowerrespectentertainment.com was crawled by the Wayback Machine, *not* how many times the site was actually updated. More info in the <u>FAQ</u>.

The Wayback Machine is an initiative of the Internet Archive, a 501(c)(3) non-profit, building a digital library of Internet sites and other cultural artifacts in digital form. Other projects include Open Library & archive-it.org.

Your use of the Wayback Machine is subject to the Internet Archive's <u>Terms of Use</u>.

```
http://www.moneypowerrespectentertainment.com/ |
1:50:47 Oct 19, 2011

Got an HTTP 302 response at crawl time

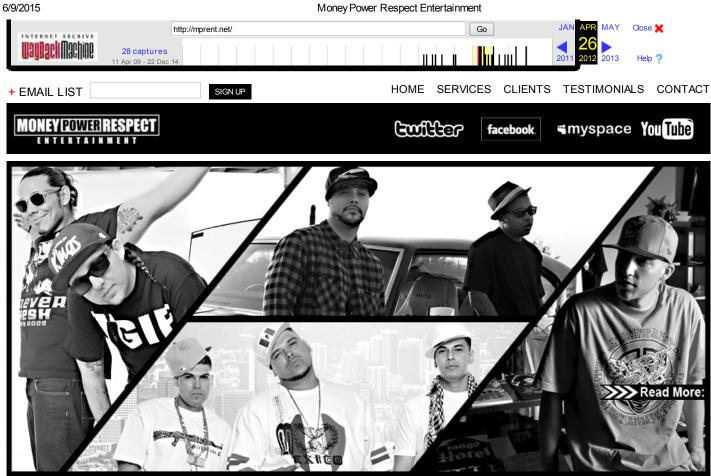
Redirecting to...

http://www.mprent.net
```

Impatient?

The Wayback Machine is an initiative of the <u>Internet Archive</u>, a 501(c)(3) non-profit, building a digital library of Internet sites and other cultural artifacts in digital form. Other <u>projects</u> include <u>Open Library</u> & <u>archive-it.org</u>.

Your use of the Wayback Machine is subject to the Internet Archive's  $\underline{\text{Terms of Use}}$ .



## HEAR U ON THE AIRWAVES BROTHA

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM

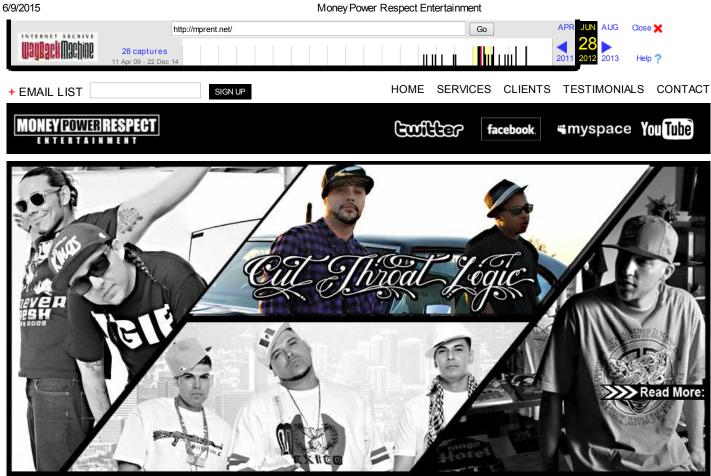


@ YEA WE WERE - HAD A GIG AT KEY CLUB LAST NIGHT GET IN GET

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM

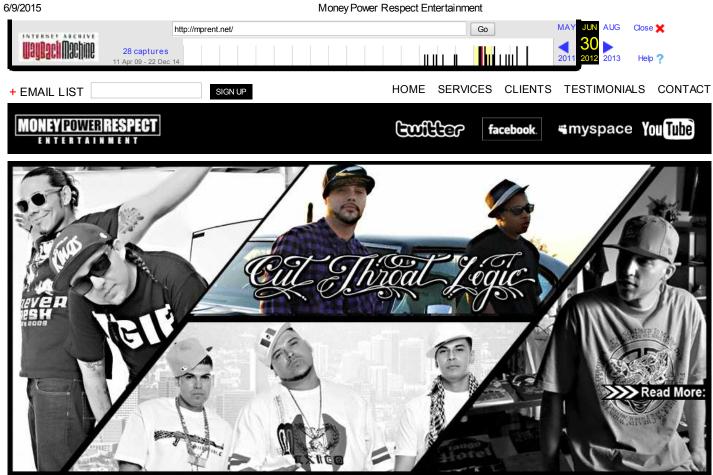


## NEW YORK<->HOUSTON<->PHOENIX #

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM

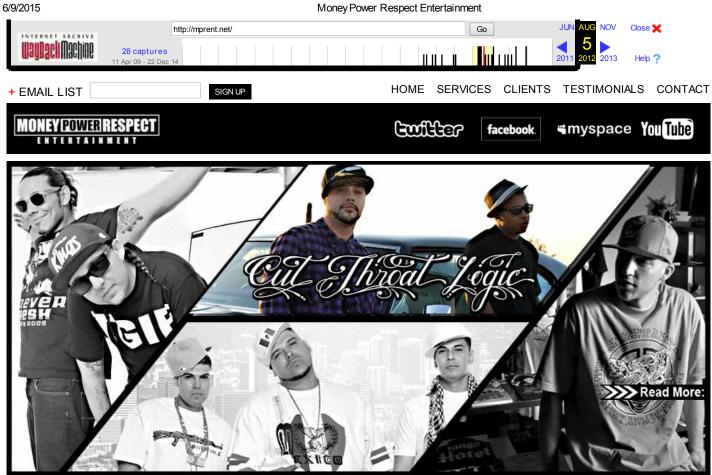


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**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM



## @ PUT ON FOR HIS CITY I'M HEARING # WORD TO @

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM



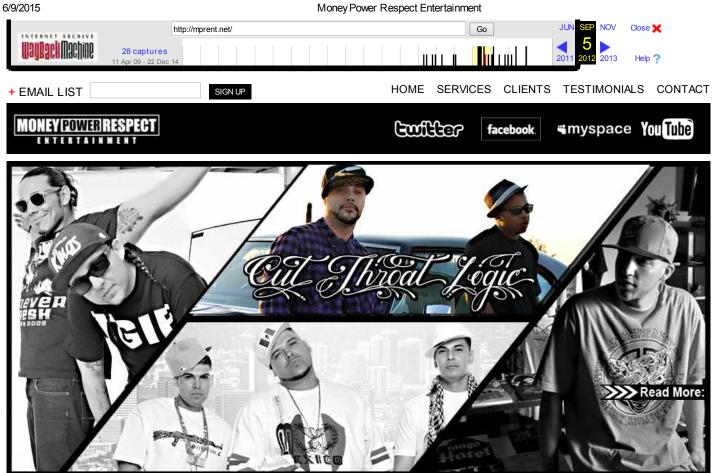


**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM

Read More:



## TUESDAY/MONDAY AHH SNAP

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM



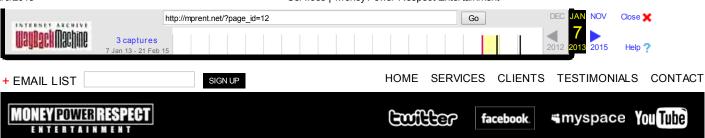


## JUST POSTED A PHOTO

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE CUTTHROAT LOGIC

THE NEW F-O'S MOB FAM





#### + ARTIST MANAGEMENT

Organizing the professional lives of our clients and showcasing the skills of overqualified yet usually overlooked artists throughout the industry. We utilize the content of each client to generate a fan base for each project, to create a structure and order of importance in our clients careers. In addition, managing social media and websites while giving a glance into portfolios and resumes, thus revealing the detail and dedication to our priceless expertise.



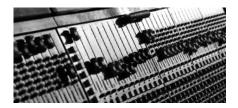
#### + EVENT COORDINATION

Our event coordination abilities have created an industry within itself and are embraced by everybody from the hottest nightclubs, venues to promoters and talent buyers in and out of town. We provide and/or supply everything for coordinated private parties and corporate functions including the security, graphic designs, to custom built marketing campaigns and talent. Within one company we have been able to slowly but surely evolve into a full fledged one stop shop for all your event coordination needs.



#### + CELEBRITY BOOKING

Nationally trademarked and a leader in musical and celebrity appearances, Money Power Respect Entertainment's celebrity and talent booking department represents artists in all musical genres. As any good business should focus on more than one genre, we specialize in a wide range of music including pop, rock, R&B, hip-hop, indie and adult contemporary, as well as the world's most recognizable celebrities. The department arranges national engagements and tours in a wide variety of settings and venues for the most popular performers and recording artists working today.



#### + STUDIO PRODUCTION

Money Power Respect Entertainment's recording studio is a state-of-the-art, full-service tracking mixdown and overdub recording studio housed within the corporate office conveniently located in the heart of Scottsdale, Arizona. The acoustically treated live room / vocal booth and control room collectively acts as both the brain and the backbone of the headquarters. The studio is equipped with software including but not limited to Pro tools 9 and Logic 9 along side the latest and greatest plug-ins we've conveniently set the stage for capturing that timeless sound needed in this day and age.



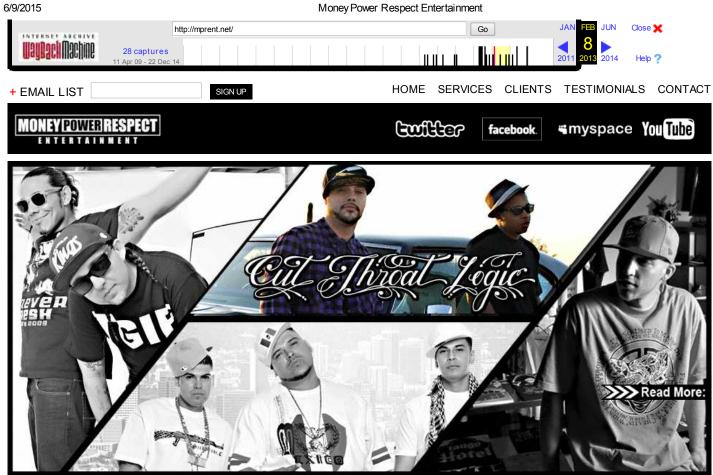
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#### + FILM AND VIDEO

Setting yourself apart from the average in this industry creates value and showcases the creative vision and abilities of any given talent and or organization. Our state of the art in house video and film production team is detailed with professionalism and is capable of producing the most vivid interpretations and points of view on behalf of the client. In turn, capturing, editing, and producing the highest quality cutting edge product commercials, music videos and event coverage period.

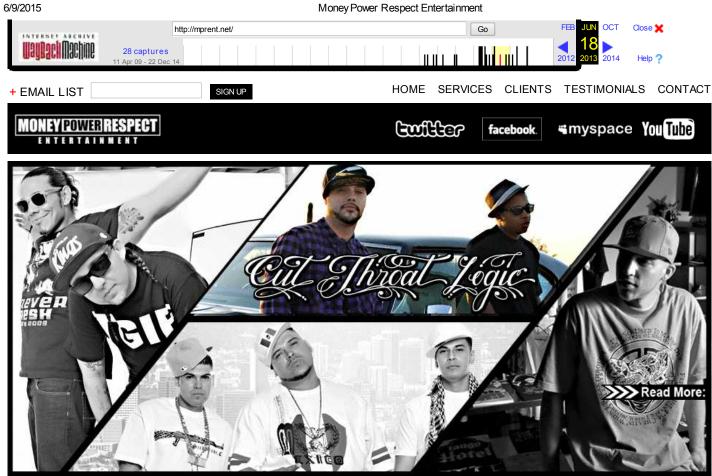


## JUST POSTED A PHOTO

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM



## JUST POSTED A PHOTO

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM





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## JUST POSTED A PHOTO

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM



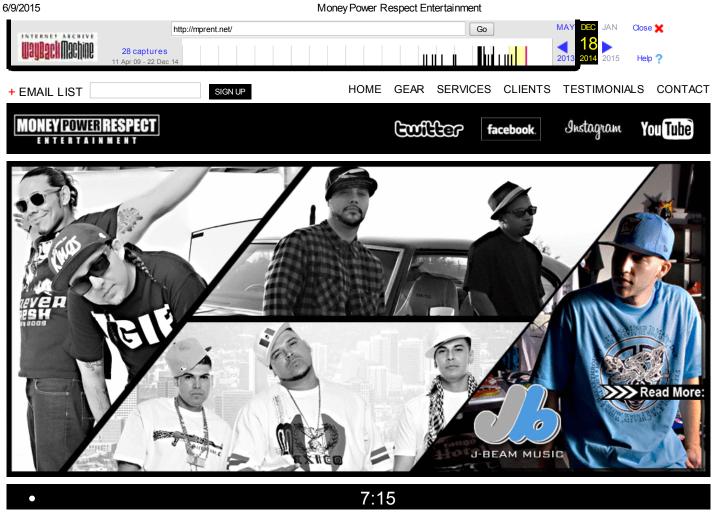
## JUST POSTED A PHOTO

**NEW TIMES BEST 2011** 

MPR ENTERTAINMENT FEATURE **CUTTHROAT LOGIC** 

THE NEW F-O'S MOB FAM

Read More:



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#### + MPR TRADEMARK SHIRT

Check out this awesome MPR branded mens shirt avalable in sizes Small - Large. \$24.99





#### + MOB FAM MEN'S TEE

Check out this awesome Mob Fam shirt avalable in sizes Small - Large. \$20 Each





#### + MPR WOMEN'S TEE

Women's shirts are sold in sizes X-Small - Large and ship within 24 hours. \$24.99





#### + CTL MEN'S TEE

Limited Edition CTL Gold Foiled Scull Tee in limited supply. \$25 Each





#### + MPR FITTED HAT

Get the all new - custom fitted hats available in Small - Large. \$29.99





+ HANNIBAL LEQ MEN' S TEE

Hannibal Leq 2013 tour shirt aviable in limited supply. \$20 each



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#### + ARTIST MANAGEMENT

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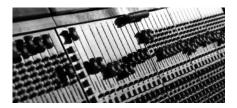
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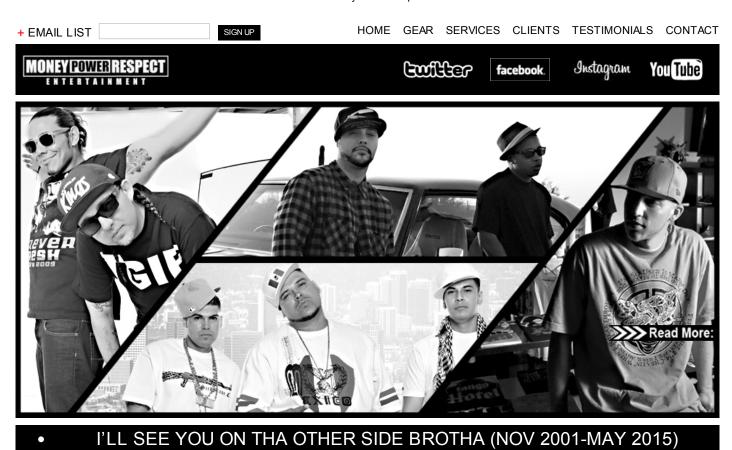
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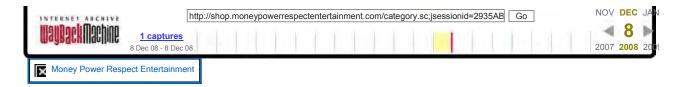
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http://mprent.net/ May-B000114

**EXHIBIT B** 



# **Money Power Respect Entertainment**

If it don't make dollars...it don't make sense...

- · Quick Search
- Go!
- Advanced Search

Our Products >> MENS CLOTHING AND APPAREL



#### SHIRTS (2)

All available male shirts

- Home
- Shopping Cart
- Sign In
- Register
- Help
- Contact Us

#### **Our Products**

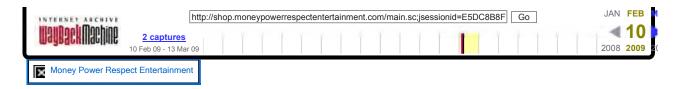
- 1. WOMENS CLOTHING AND APPAREL
- 2. MENS CLOTHING AND APPAREL

Terms and Conditions About Us

Copyright © 2008 Money Power Respect Entertainment. All rights reserved.



SSL Certificates



## **Money Power Respect Entertainment**

If it don't make dollars...it don't make sense...

- · Quick Search
- Go!
- · Advanced Search

Money Power Respect Entertainment | Welcome to Money Power Respect Entertainment. We invite you to browse through our store and shop with confidence. We invite you to create an account with us if you like, or shop as a guest. Either way, your shopping cart will be active until you leave the store.

Thank you for visiting.



TICKETS (1)

MONEY POWER RESPECT ENTERTAINMENT EVENT TICKETS



#### **WOMENS CLOTHING AND APPAREL (3)**

All available Females Clothing and Apparel



#### **MENS CLOTHING AND APPAREL (2)**

All available Mens Clothing and Apparel

#### **TOO \$HORT/CTL TICKETS**



Money Power Respect Entertainment and Smily Green Presents Too \$hort and Cut Throat Logic performing live at The Sets in Tempe Wednesday February 11th 2009. Doors open at 7pm and its an all ages event!!!

- Add To Cart
- Home
- Shopping Cart
- Sign In
- Register



- 1. TICKETS
- 2. WOMENS CLOTHING AND APPAREL
- 3. MENS CLOTHING AND APPAREL

#### Terms and Conditions About Us

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SSL Certificates



- Your Subtitle text
  - Home
  - About Us
  - Artist Management
  - Arts & Ent. Management
  - Advertising & Promotions
  - Retail Services
  - Contact Us
  - Shop
  - Staff Email
  - Myspace Page
  - Members Lounge



Sign	up to become a member:	
Name:		
Email:		
	I agree to the terms of service	
	Submit	
	P.O. Box 54986	
	Phoenix, AZ 85032	2

(480)-MPR(677)-9392 info@mprent.net

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## **Money Power Respect Entertainment**

If it don't make dollars...it don't make sense...

- · Quick Search
- Go!
- · Advanced Search

Money Power Respect Entertainment | Welcome to Money Power Respect Entertainment. We invite you to browse through our store and shop with confidence. We invite you to create an account with us if you like, or shop as a guest. Either way, your shopping cart will be active until you leave the store.

Thank you for visiting.



#### TICKETS (1)

MONEY POWER RESPECT ENTERTAINMENT EVENT TICKETS



#### **WOMENS CLOTHING AND APPAREL (3)**

All available Females Clothing and Apparel



#### **MENS CLOTHING AND APPAREL (2)**

All available Mens Clothing and Apparel

#### **TOO \$HORT/CTL TICKETS**



Money Power Respect Entertainment and Smily Green Presents Too \$hort and Cut Throat Logic performing live at The Sets in Tempe Wednesday February 11th 2009. Doors open at 7pm and its an all ages event!!!

- Add To Cart
- Home
- Shopping Cart
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- Register



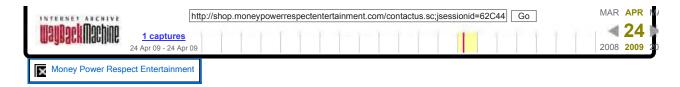
- 1. TICKETS
- 2. WOMENS CLOTHING AND APPAREL
- 3. MENS CLOTHING AND APPAREL

#### Terms and Conditions About Us

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SSL



# **Money Power Respect Entertainment**

If it don't make dollars...it don't make sense...

- · Quick Search
- Go!
- · Advanced Search

Problems? Suggestions?

We'd love to hear from you!

Complete the Contact Information form below and we will contact you as soon as possible.

Be sure to tell us if you prefer to be contacted by e-mail or telephone.

Contact Information
* Marked fields are required.
First Name:*
Last Name:*
Company Name:
E-mail Address:*
Phone Number:
Extension:
_
Comment:*
Send Contact Request

- Home
- Shopping Cart
- Sign In
- Register
- Help
- Contact Us

#### **Our Products**

- 1. TICKETS
- 2. WOMENS CLOTHING AND APPAREL
- 3. MENS CLOTHING AND APPAREL

Terms and Conditions About Us

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- Your Subtitle text
  - Home
  - About Us
  - Artist Management
  - Arts & Ent. Management
  - Advertising & Promotions
  - Retail Services
  - Contact Us
  - Shop
  - Staff Email
  - Myspace Page
  - Members Lounge



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Email:		
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## **Money Power Respect Entertainment**

If it don't make dollars...it don't make sense...

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- Advanced Search

Money Power Respect Entertainment We invite you to browse through our store and shop with confidence. We invite you to create an account with us if you like, or shop as a guest. Either way, your shopping cart will be active until you leave the store.

Thank you for visiting.



#### **WOMENS CLOTHING AND APPAREL (3)**

All available Females Clothing and Apparel



#### **MENS CLOTHING AND APPAREL (2)**

All available Mens Clothing and Apparel

- Home
- Shopping Cart
- Sign In
- Register
- Help
- Contact Us

#### **Our Products**

- 1. WOMENS CLOTHING AND APPAREL
- 2. MENS CLOTHING AND APPAREL

#### **Featured Item**

• GIRLIE TEE #2



Get noticed, get recognized and get into one of our hottest products yet, our female apparel...

*Price*: 25.00

Options



**Email Hosting** 

Online Store Help Page 1 of 2

#### **Online Store Help**

- · How do I sign in to this site?
- · How do I sign out of this site?
- · What if I forgot my password?
- How do I become a registered user for this site?
- How do I add an item to my shopping cart?
- · How do I remove an item from my shopping cart?
- How do I remove all of the products in my shopping cart?
- Who can I contact if I have questions?
- Is my credit card information secure through this site?
- Can I update my account contact information?
- Can I change my e-mail address and password?
- Can I view my previous orders placed on this site?
- Can I provide special instructions to my order?

#### How do I sign in to this site?

To sign in to your customer account, click **Sign In** on the menu bar and enter your e-mail address and password. If you do not have an account, please click **Register** on the menu bar.

« Back to top

#### How do I sign out of this site?

To sign out of your customer account, click **Sign Out** on the menu bar and you will return to the home page. If **Sign Out** does not appear on the menu bar, then you are not currently signed in to the site.

« Back to top

#### What if I forgot my password?

If you have forgotten your password, click **Sign In** on the menu bar to access the Sign In screen. At the bottom of the page, click on the *Forgot your password?* link. On the password retrieval page, you may enter your e-mail address, and then click **Get Password**. We will send your password to the e-mail address we have on file for your account.

« Back to top

#### How do I become a registered user for this site?

To become a registered member of this site, click **Register** on the menu bar and enter your Profile and Account information. Then click **Register**. There is no cost to become a registered member. **Please note:** For security purposes, your password must consist of 7-32 characters and must include at least one letter and one number. Passwords are case sensitive.

« Back to top

#### How do I add an item to my shopping cart?

To add an item to your shopping cart, on the Product page enter the quantity you wish to purchase in the quantity field and then click **Add to Cart**.

« Back to top

#### How do I remove an item from my shopping cart?

To remove a single item from your shopping cart, click the x box next to the item you wish to remove.

« Back to top

#### How do I remove all of the products in my shopping cart?

To remove all of the items currently in your shopping cart, click the **Clear Cart** button.

« Back to top

#### Who can I contact if I have questions?

Please click **Contact Us** on the menu bar to learn how to reach us regarding any questions or issues you may have. Feel free to contact us, or fill out the Contact Request form and we will contact you.

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#### Is my credit card information secure through this site?

YES! Your credit card information is protected with a secure SSL Certificate that encrypts all of your transactions through our site with industry-standard secure sockets layer (SSL) technology. If the online store accepts credit cards; rest assured that both your credit card information and personal information are protected.

Online Store Help Page 2 of 2

account information. Select the Profile for which you wish to update the contact information. Make your changes and then click **Save**.

#### « Back to top

#### Can I change my e-mail address and password?

To update your e-mail address and password you must first **Sign In**. Click **My Account** on the menu bar to access your account information and then select **Change E-mail Address and Password** from the My Account menu. You may update your e-mail address, first and last name, and change your password, then click **Save**. **Please note**: For security purposes, your password must consist of 7-32 characters and must include at least one letter and one number. Passwords are case sensitive.

#### « Back to top

#### >Can I view my previous orders placed on this site?

To view your order history you must first **Sign In**. Click **My Account** on the menu bar to access your account information. Select **View Order History** from the My Account menu and then select the order number for the order you wish to view.

#### « Back to top

#### Can I provide special instructions with my order?

You can include special instructions for orders during checkout. In your shopping cart, click **Checkout** On the *Payment* page, type your special instructions or comments in the **Special Instructions** text box. The store owner will receive these instructions along with the order. Click **Place Order** to continue with the checkout process.

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- 2. MENS CLOTHING AND APPAREL

#### **Featured Item**

• GIRLIE WIFE BEAT



The ultimate way to represent MPR ENT and show the haters why your worth hating on at the same time...

Price: 20.00

Add To Cart



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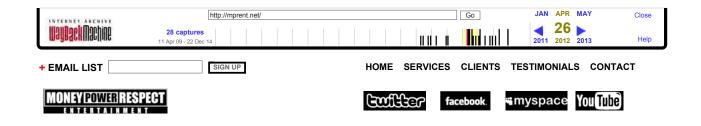
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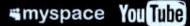
















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# YOOOOOO THIS MONSTER GRASSHOPPER JUST FLEW IN N POSTED UP ON MY LEG N SCARED THE SH\*T OUTTA ME @ THIS PIT STOP FOR GAS

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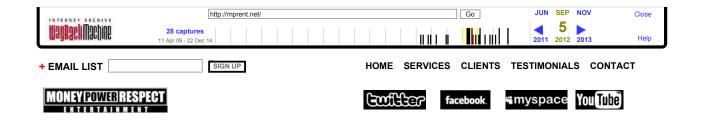


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#### **TUESDAY/MONDAY AHH SNAP**

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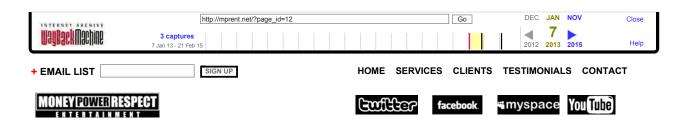


## **TUESDAY/MONDAY AHH SNAP**

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#### + ARTIST MANAGEMENT

Organizing the professional lives of our clients and showcasing the skills of overqualified yet usually overlooked artists throughout the industry. We utilize the content of each client to generate a fan base for each project, to create a structure and order of importance in our clients careers. In addition, managing social media and websites while giving a glance into portfolios and resumes, thus revealing the detail and dedication to our priceless expertise.



#### + STUDIO PRODUCTION

Money Power Respect Entertainment's recording studio is a state-of-the-art, full-service tracking mixdown and overdub recording studio housed within the corporate office conveniently located in the heart of Scottsdale, Arizona. The acoustically treated live room / vocal booth and control room collectively acts as both the brain and the backbone of the headquarters. The studio is equipped with software including but not limited to Pro tools 9 and Logic 9 along side the latest and greatest plug-ins we've conveniently set the stage for capturing that timeless sound needed in this day and age.



#### + EVENT COORDINATION

Our event coordination abilities have created an industry within itself and are embraced by everybody from the hottest nightclubs, venues to promoters and talent buyers in and out of town. We provide and/or supply everything for coordinated private parties and corporate functions including the security, graphic designs, to custom built marketing campaigns and talent. Within one company we have been able to slowly but surely evolve into a full fledged one stop shop for all your event coordination needs.



#### + CREATIVE DIRECTION

With 15 years collective experience in the print layout, branding, and creative consulting industry our graphic design team which is lead by Jason Hughes carries experience including 8 years in the national advertising department at Gannet's Arizona outfit The Arizona Republic. Our ability to design within different mediums and forms of media such as company fliers, print advertisement, product design, logo creation, packaging, web design, using professional and commercial layouts and much more allows us to take a strong stance in the industry to dominate any competitor through vivid expressions of crisp fine lines and creative influence at competitive pricing.



#### + CELEBRITY BOOKING

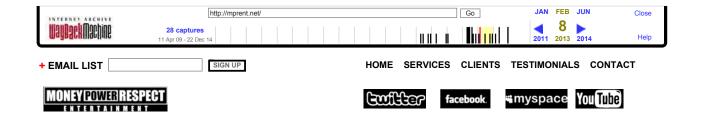
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#### + FILM AND VIDEO

Setting yourself apart from the average in this industry creates value and showcases the creative vision and abilities of any given talent and or organization. Our state of the art in house video and film production team is detailed with professionalism and is capable of producing the most vivid interpretations and points of view on behalf of the client. In turn, capturing, editing, and producing the highest quality cutting edge product commercials, music videos and event coverage period.

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# **JUST POSTED A PHOTO**

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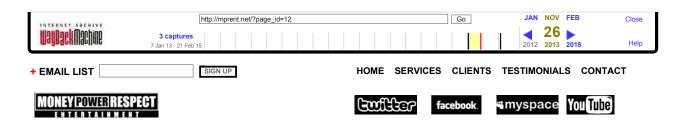


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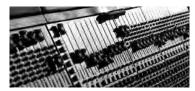


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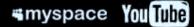
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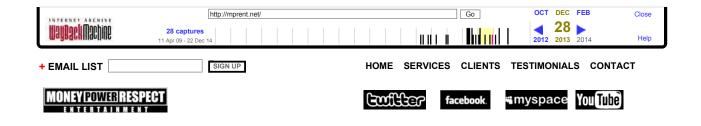


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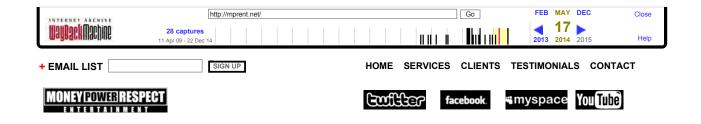


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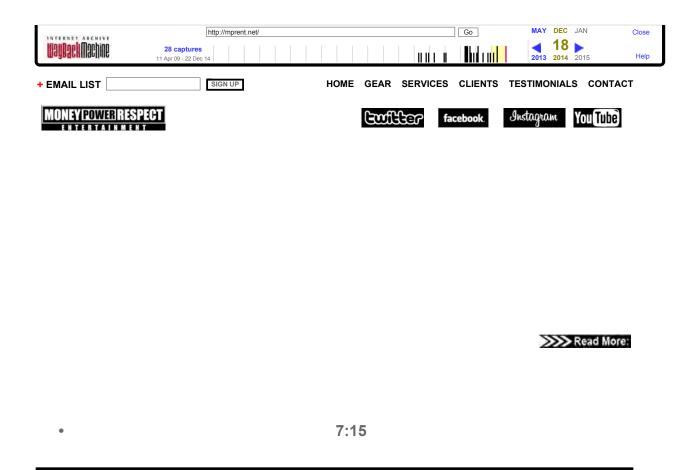


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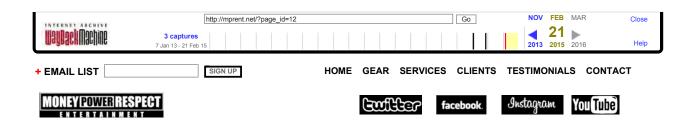
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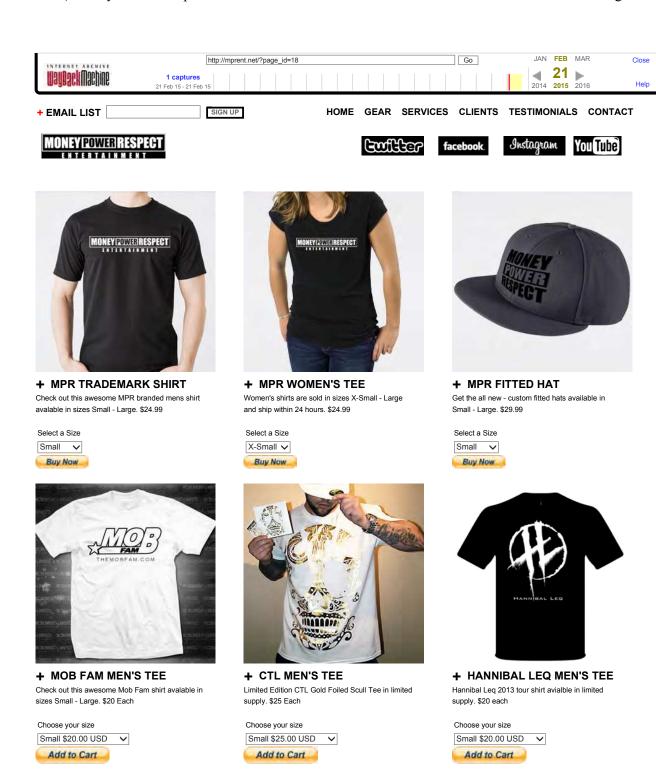
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Nationally trademarked and a leader in musical and celebrity appearances, Money Power Respect Entertainment's celebrity and talent booking department represents artists in all musical genres. As any good business should focus on more than one genre, we specialize in a wide range of music including pop, rock, R&B, hip-hop, indie and adult contemporary, as well as the world's most recognizable celebrities. The department arranges national engagements and tours in a wide variety of settings and venues for the most popular performers and recording artists working today.

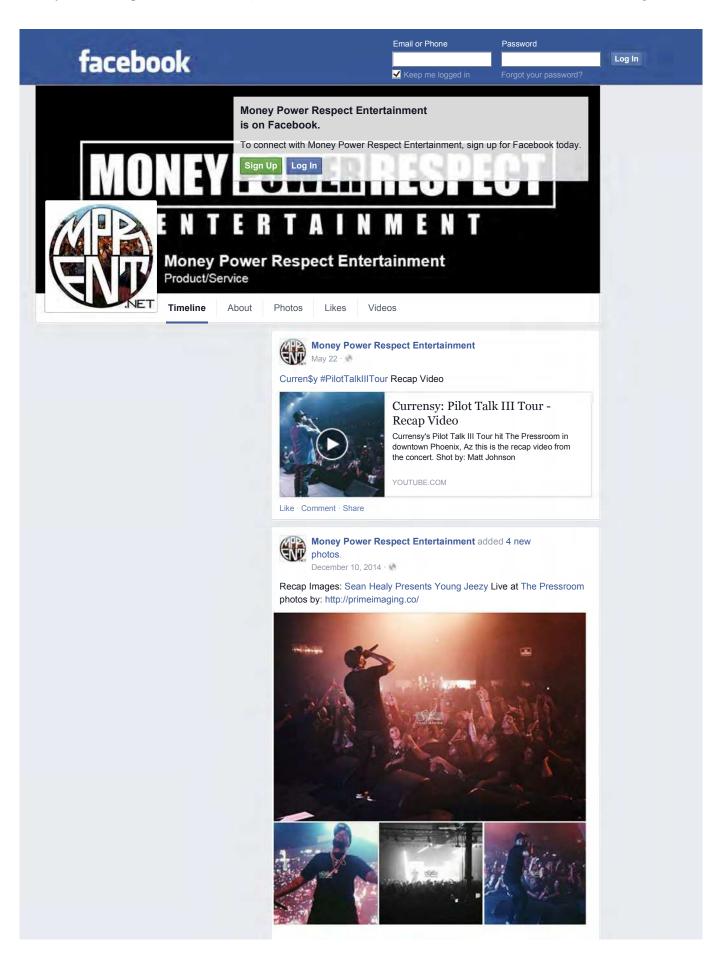


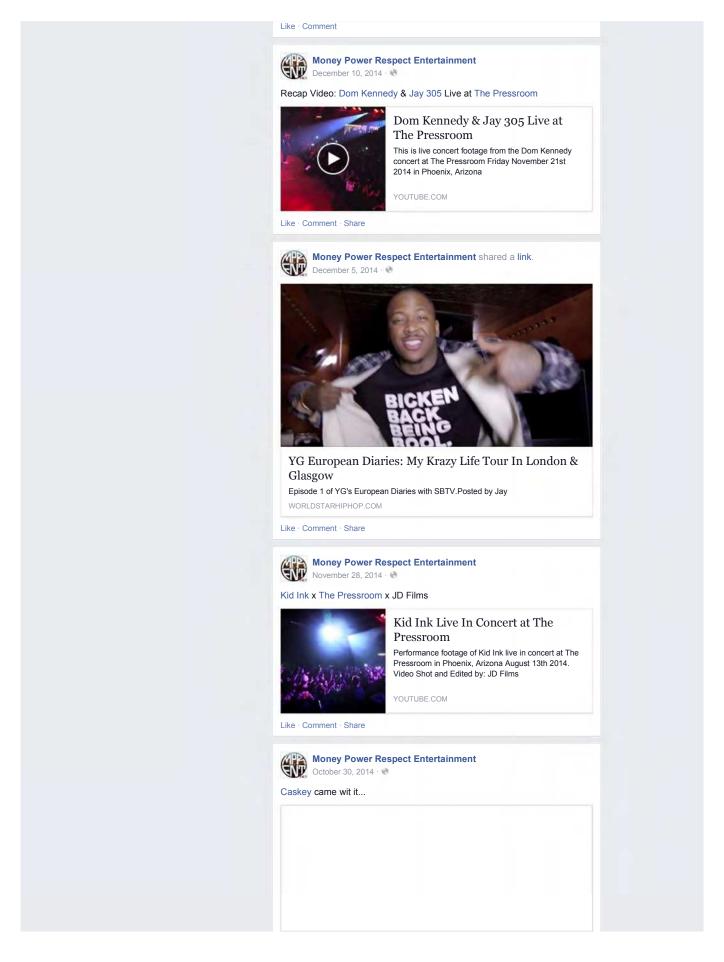
## + FILM AND VIDEO

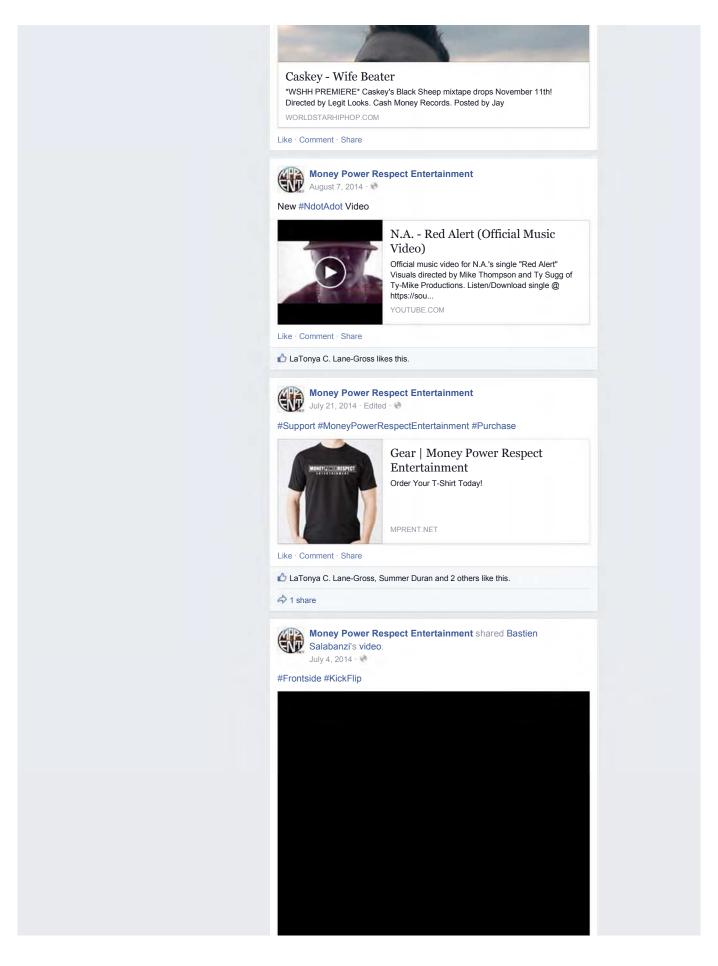
Setting yourself apart from the average in this industry creates value and showcases the creative vision and abilities of any given talent and or organization. Our state of the art in house video and film production team is detailed with professionalism and is capable of producing the most vivid interpretations and points of view on behalf of the client. In turn, capturing, editing, and producing the highest quality cutting edge product commercials, music videos and event coverage period.

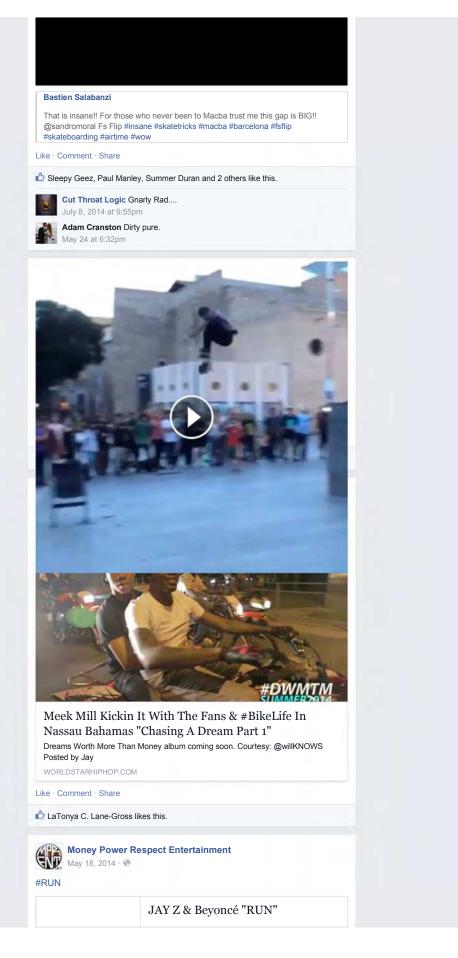


# **EXHIBIT C**

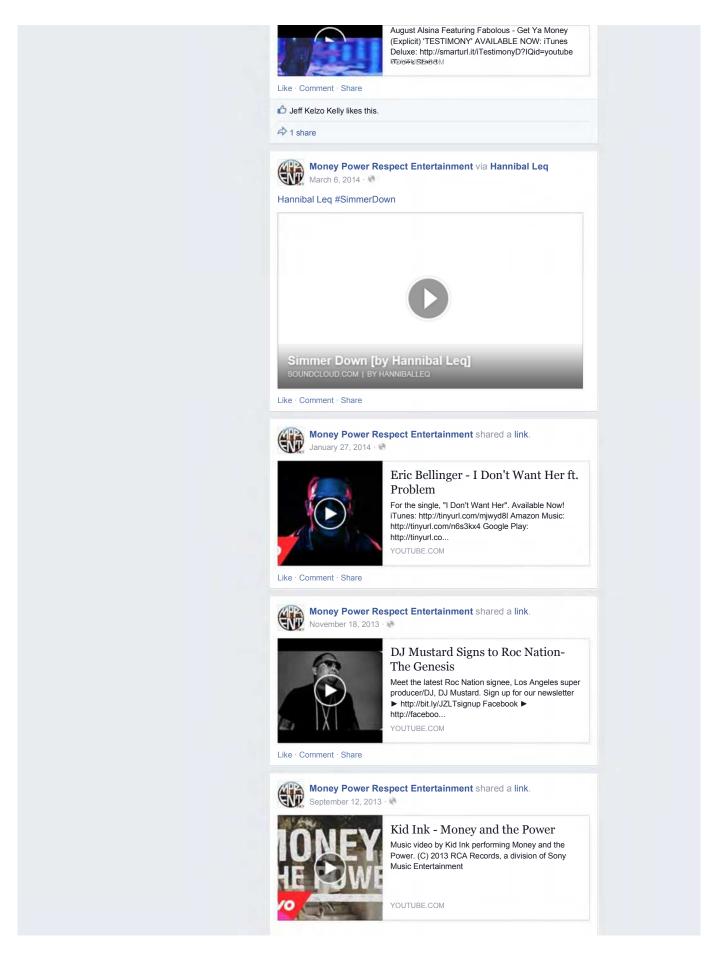


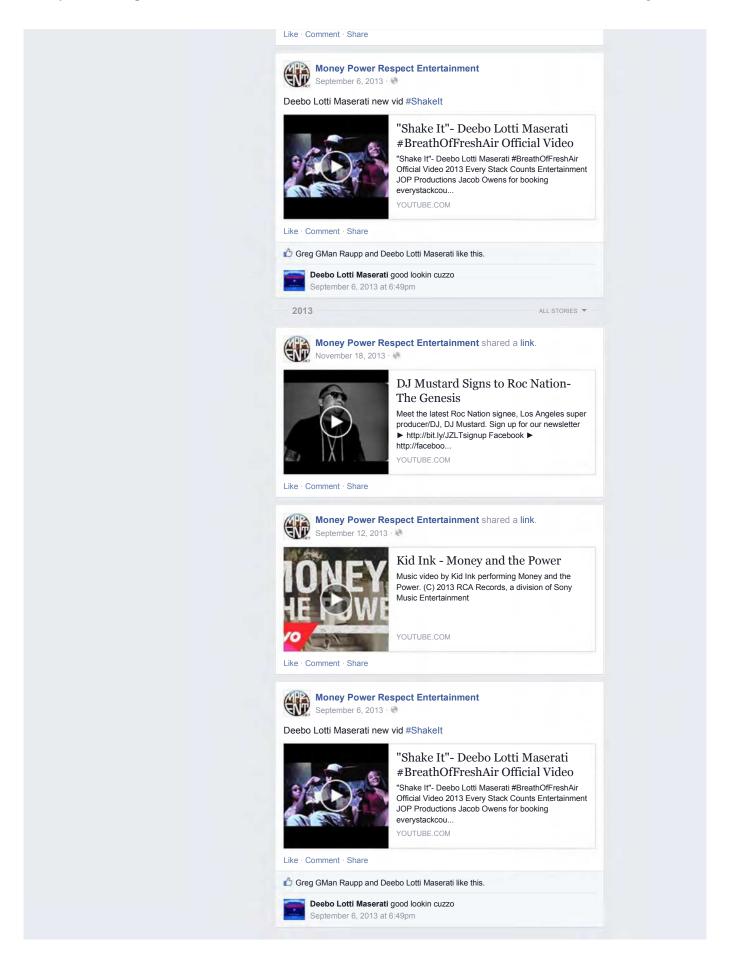




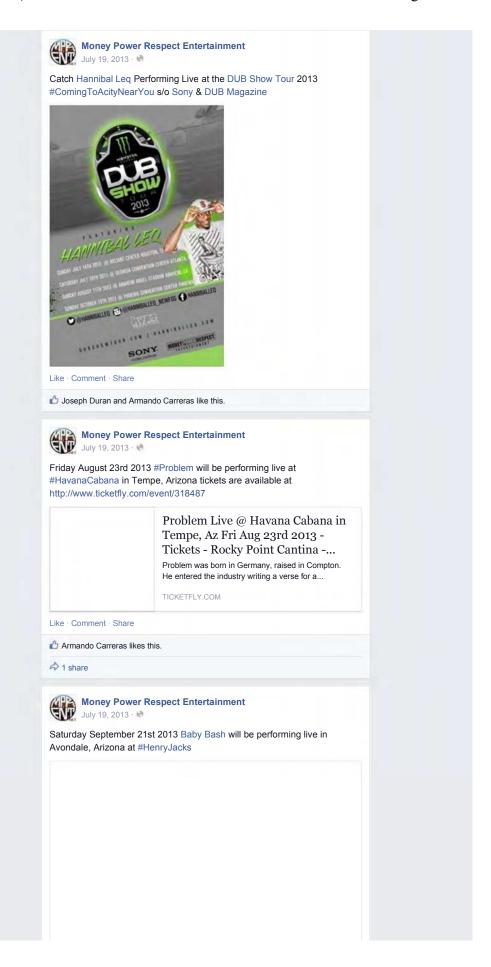


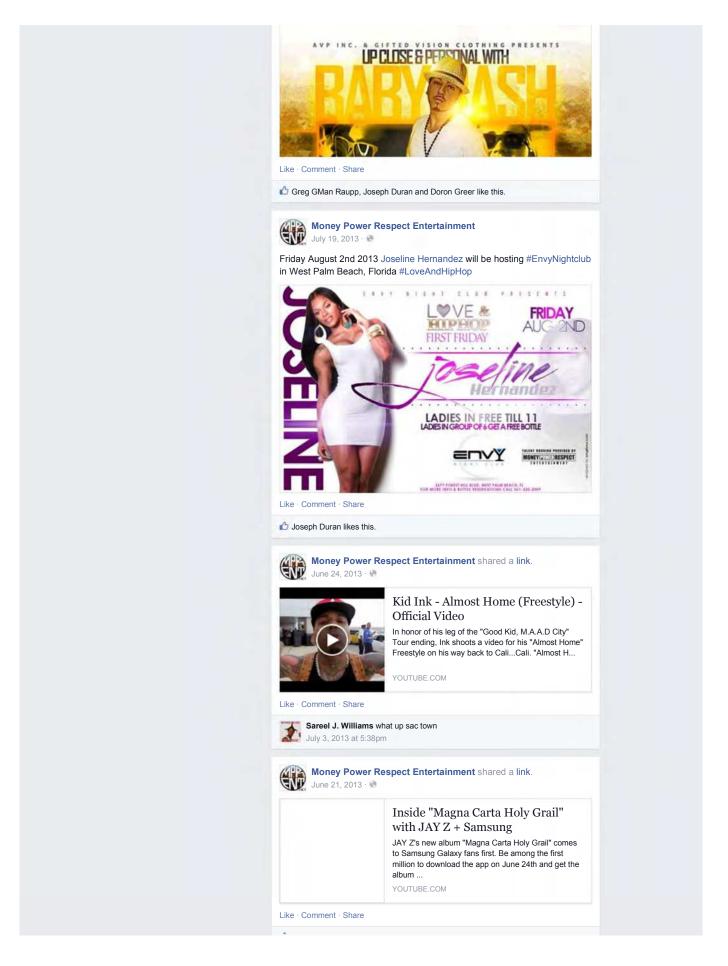


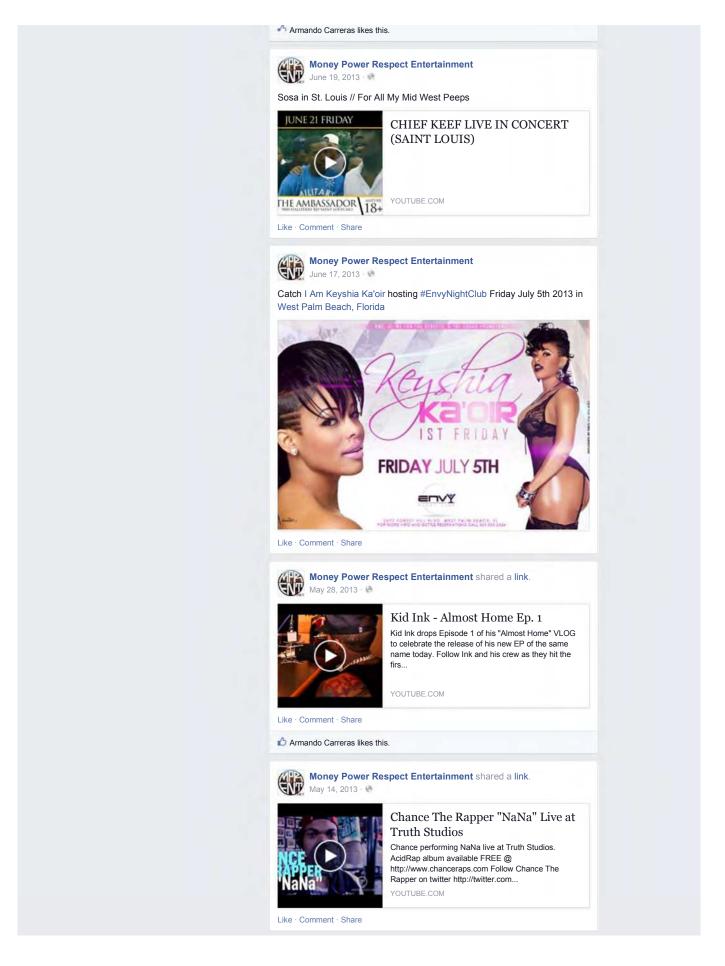


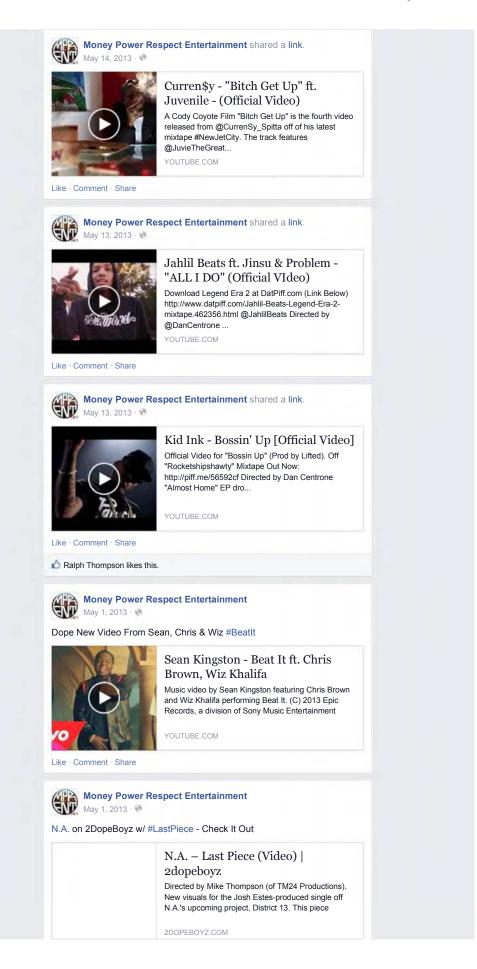


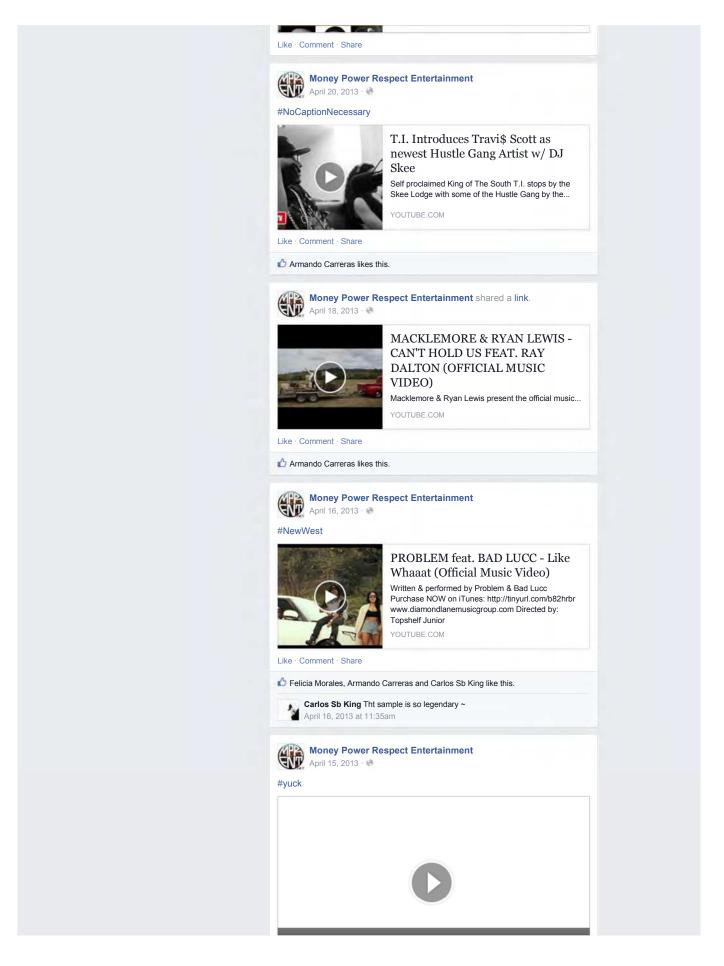




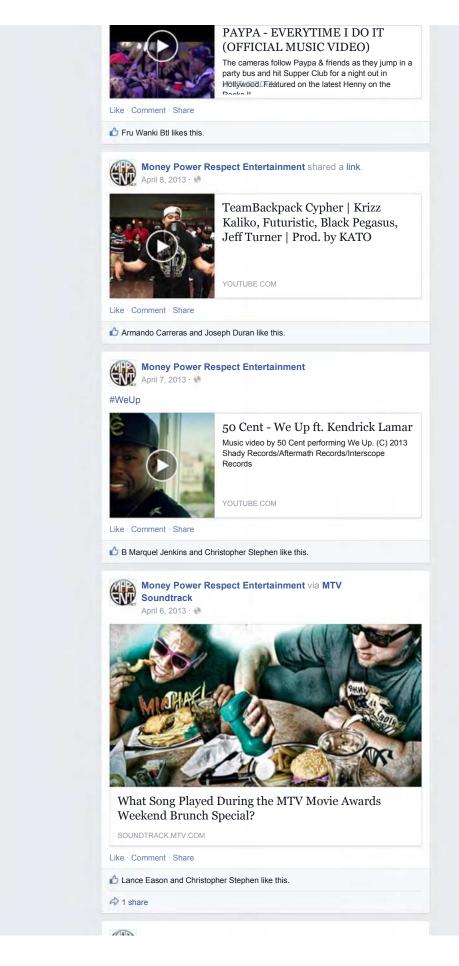


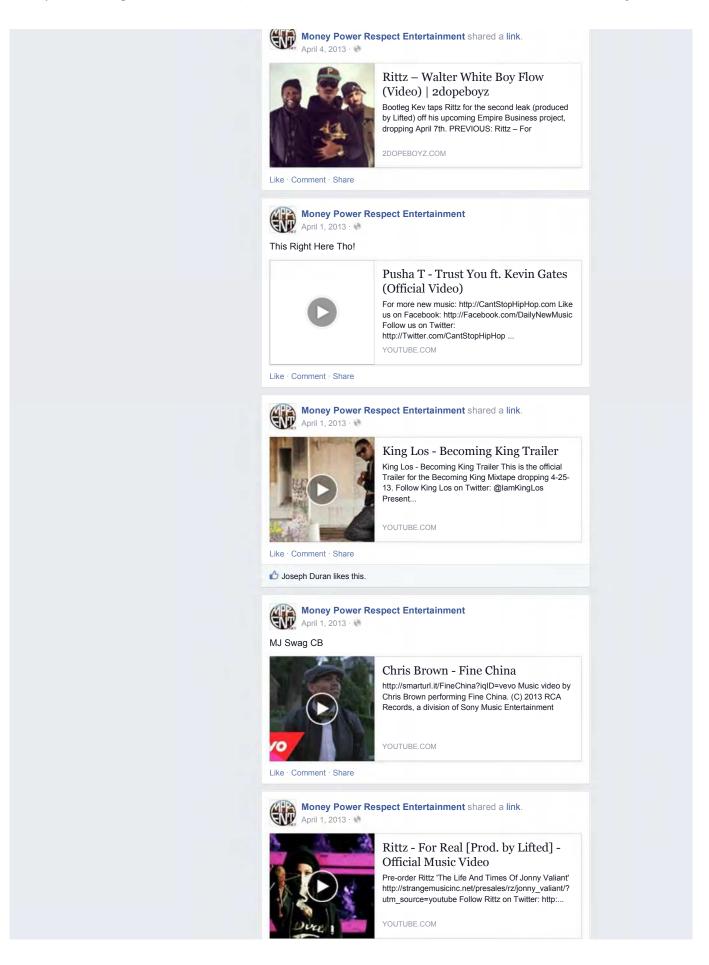


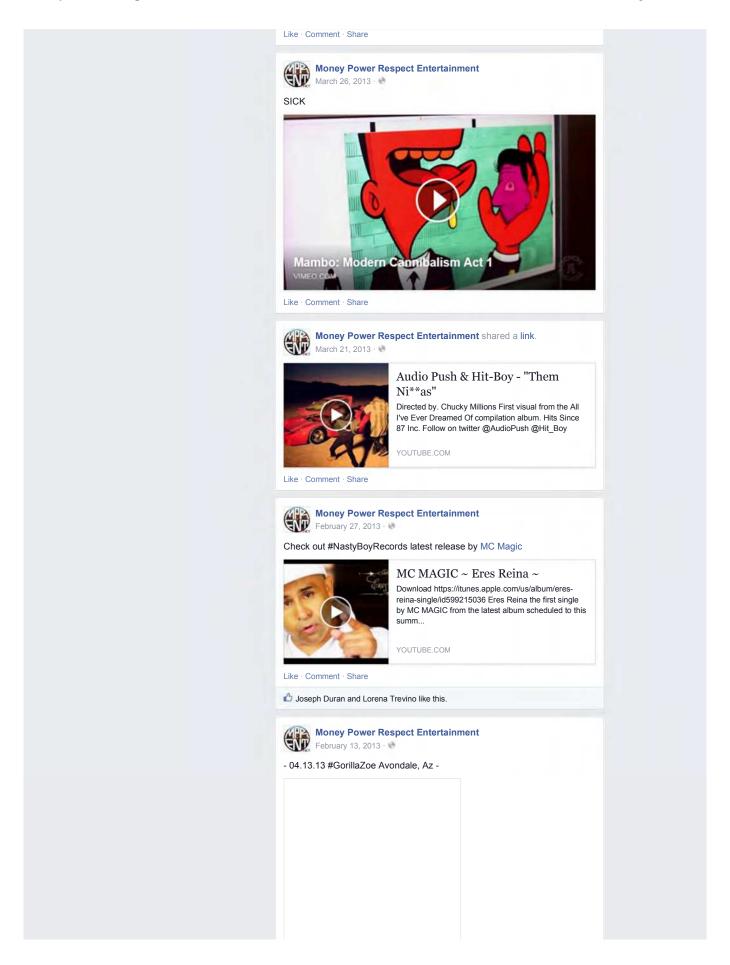


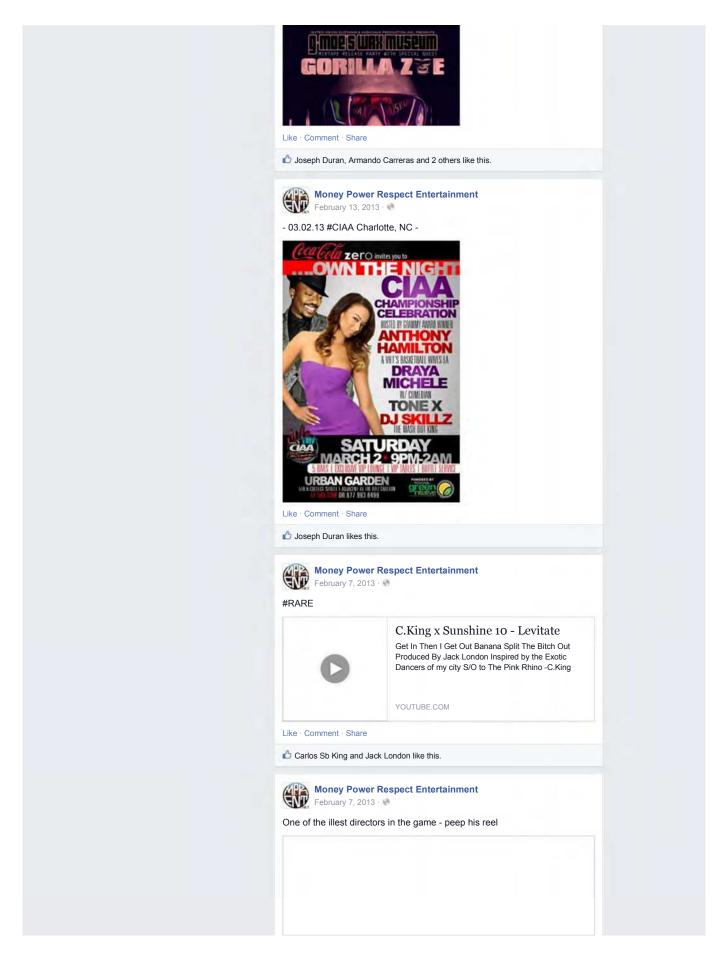


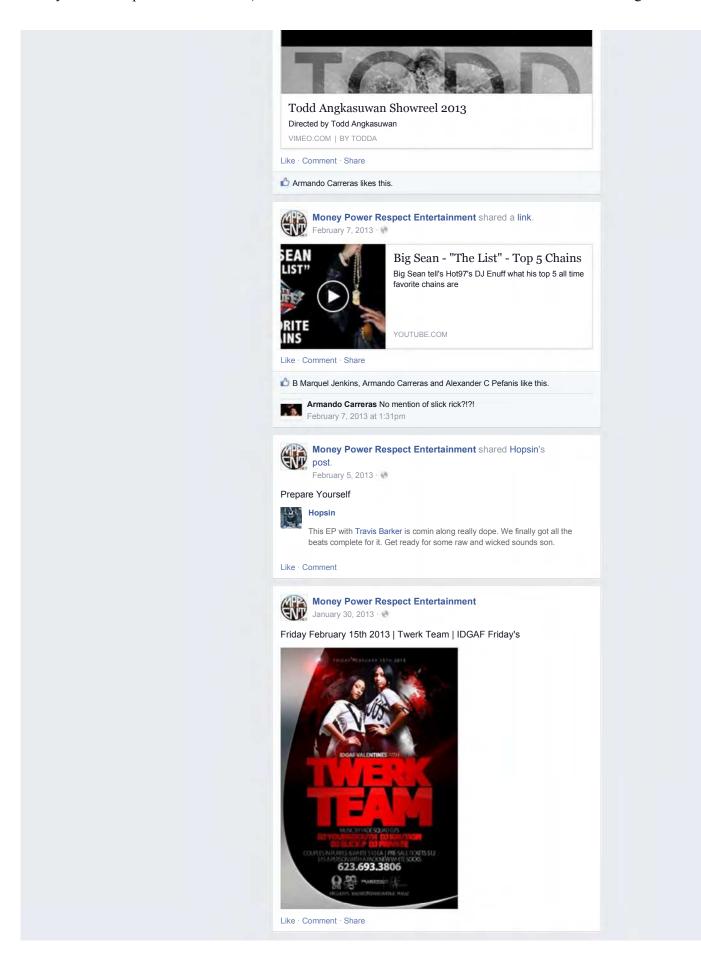


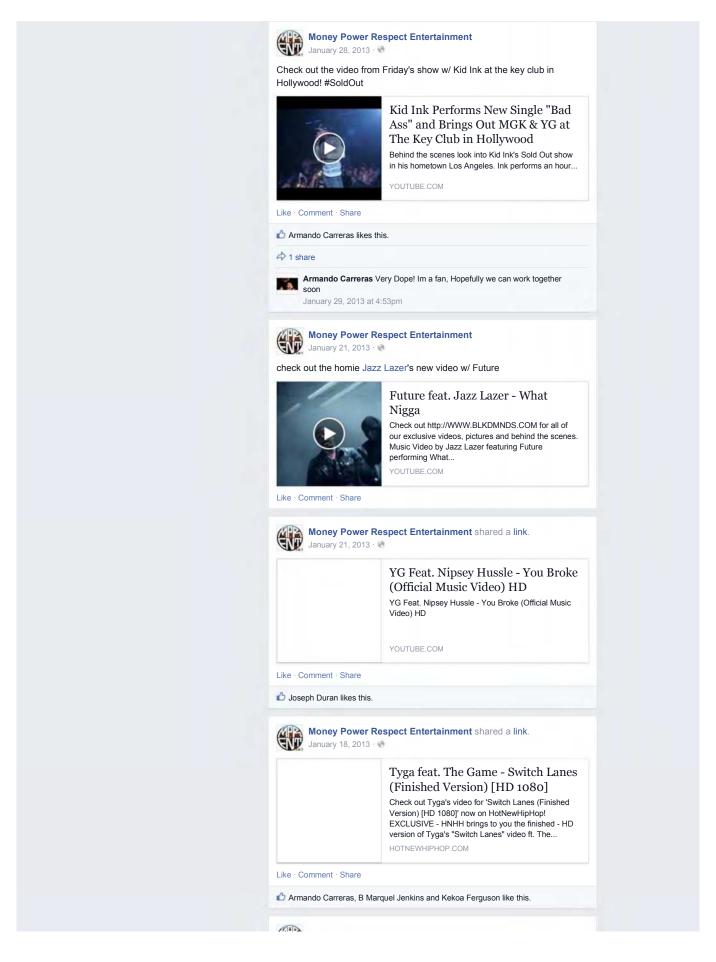


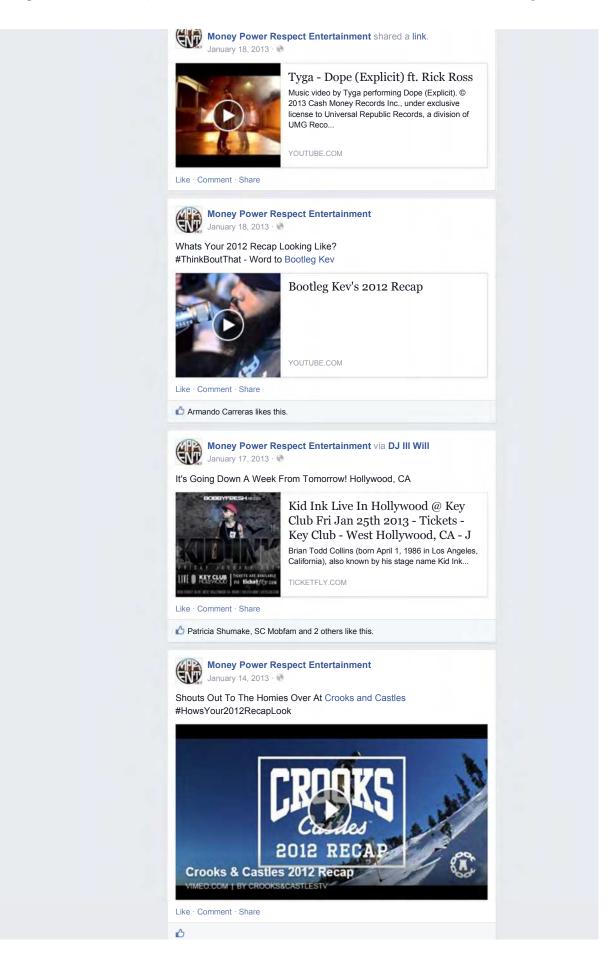


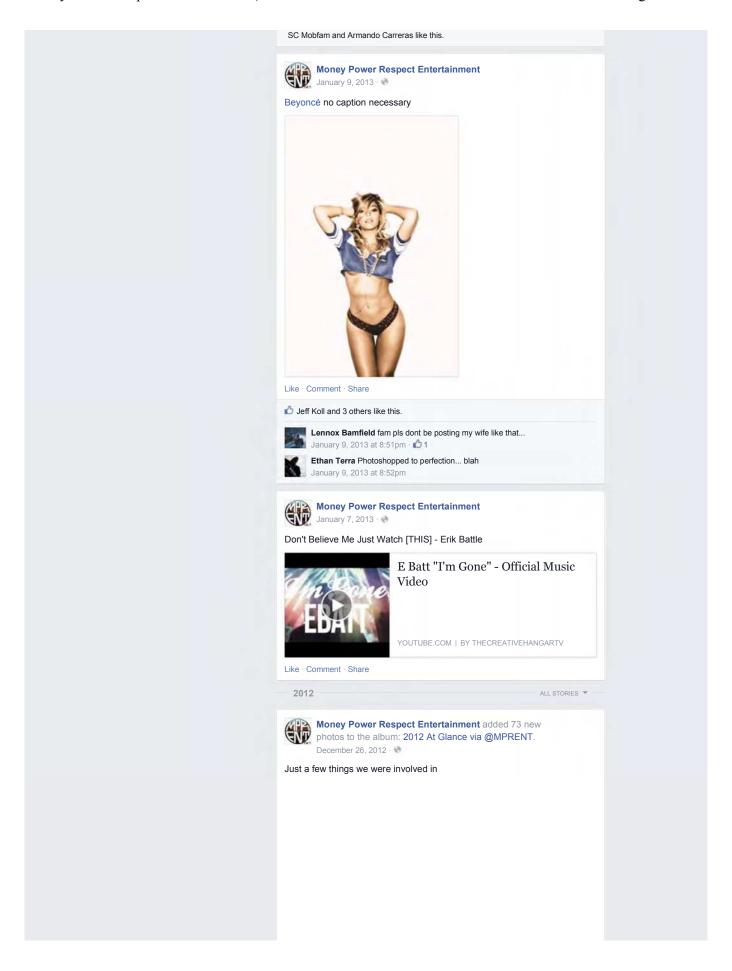


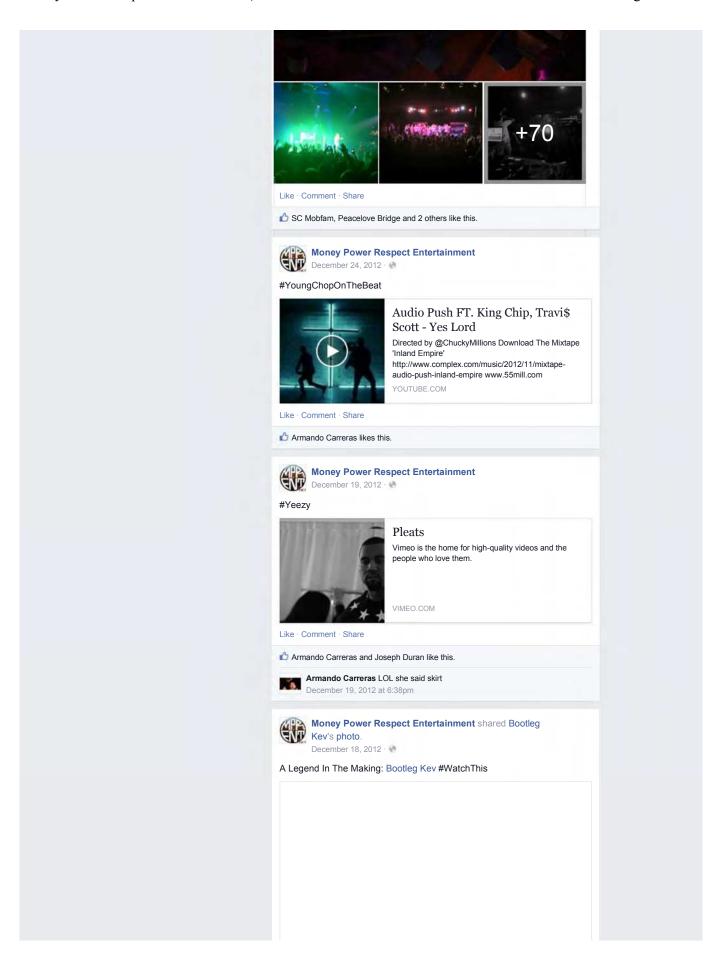




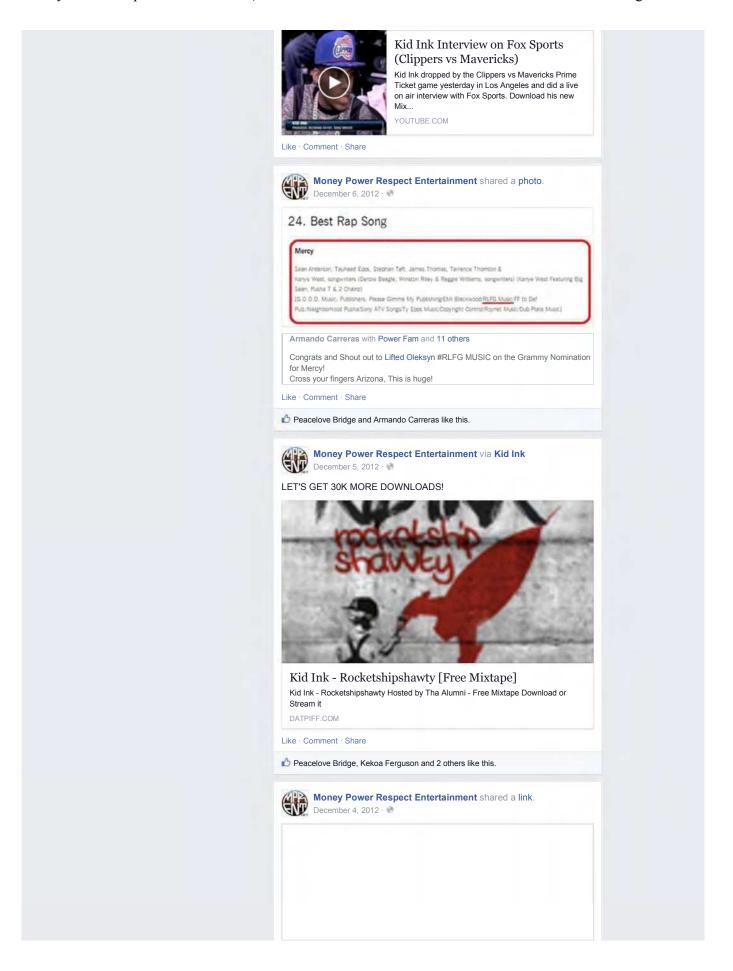


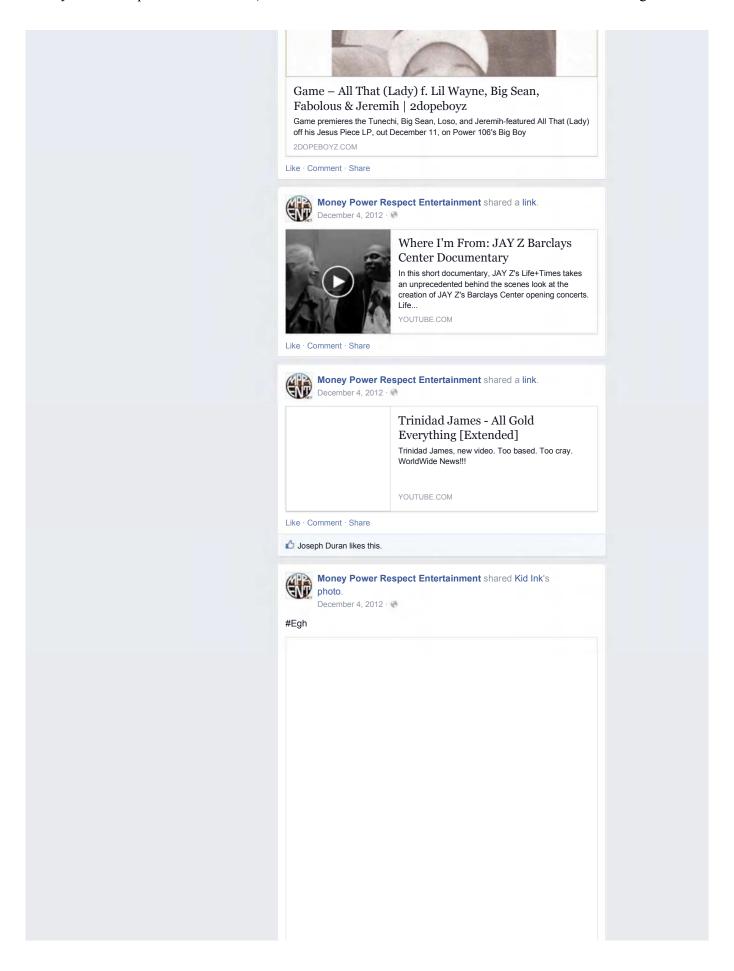


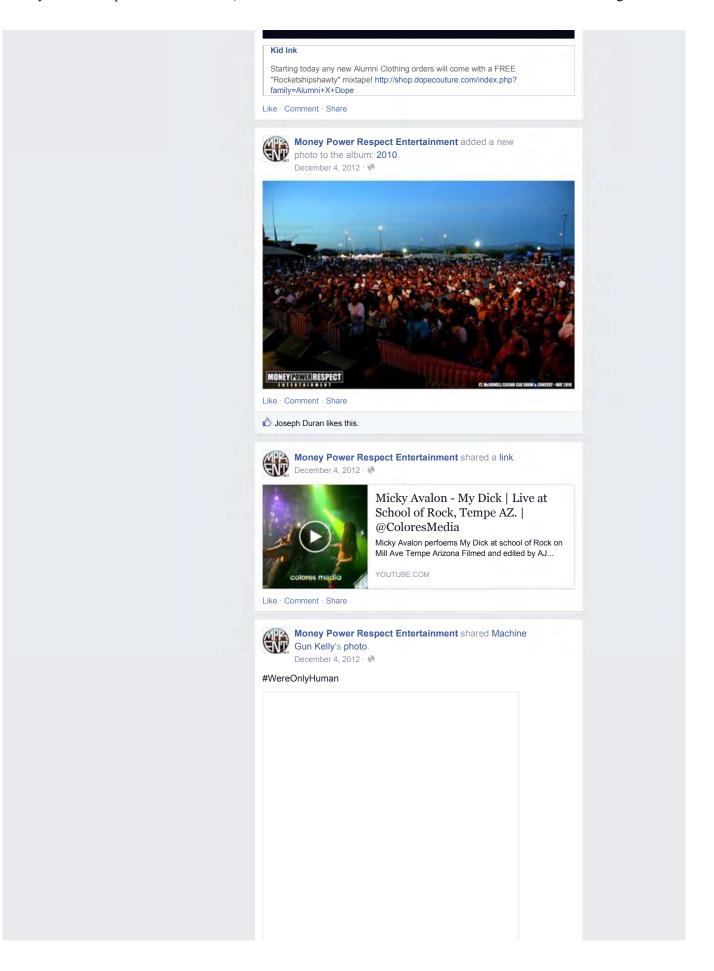


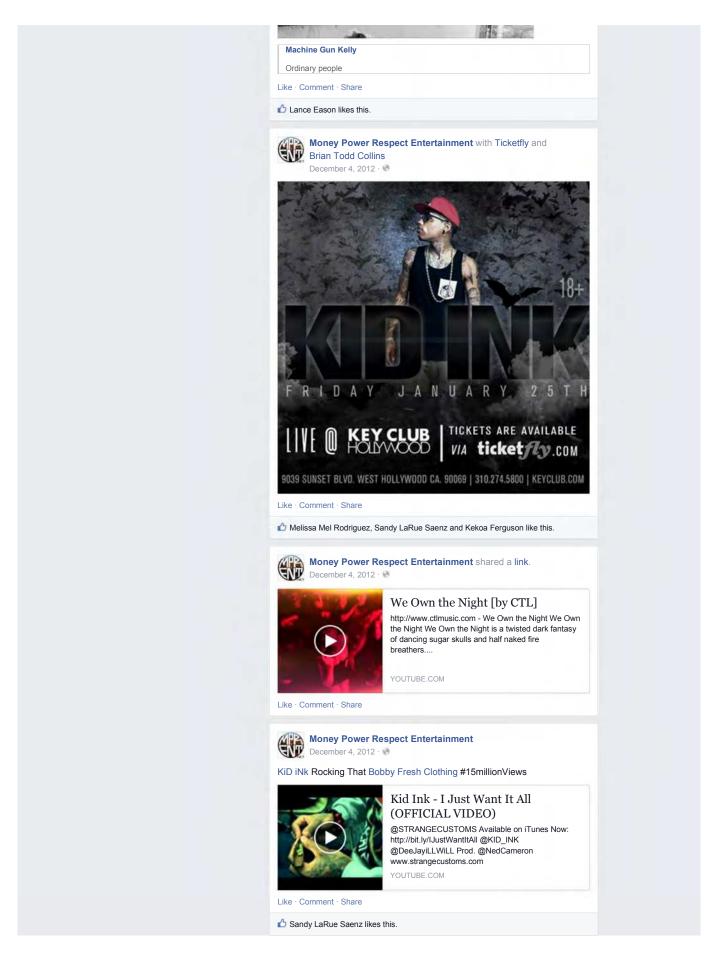


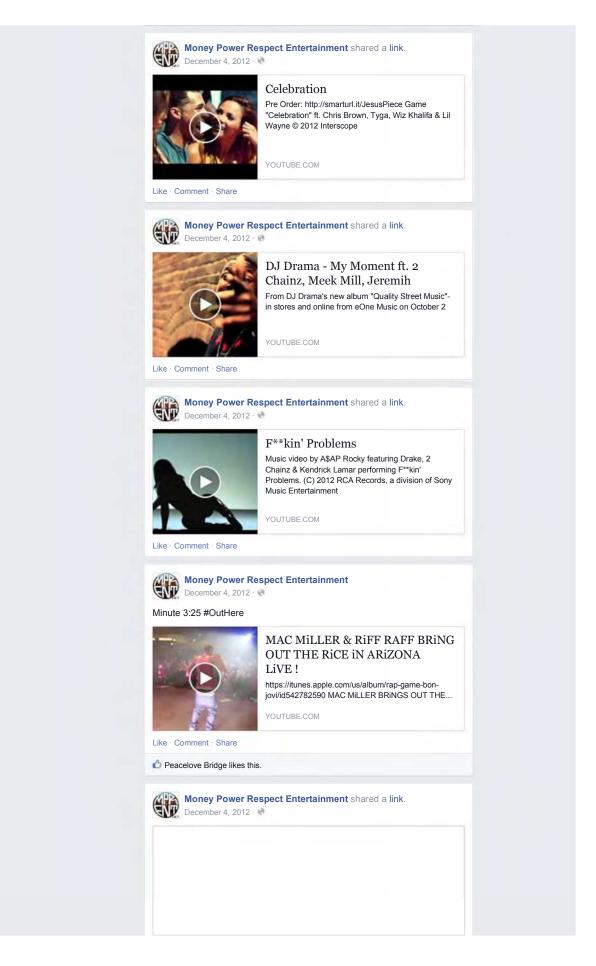


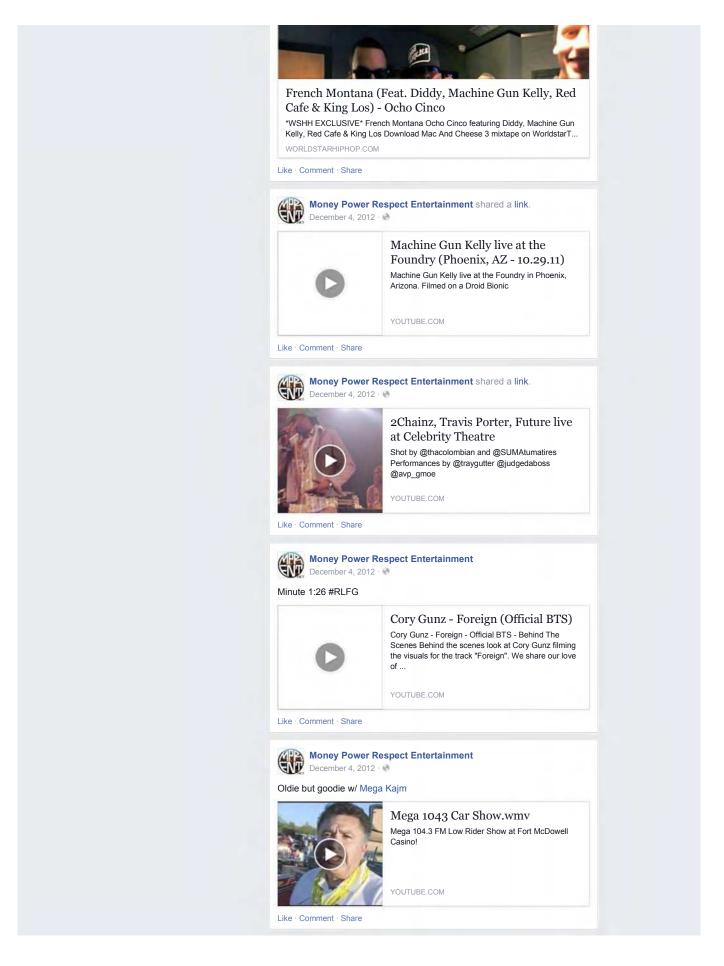




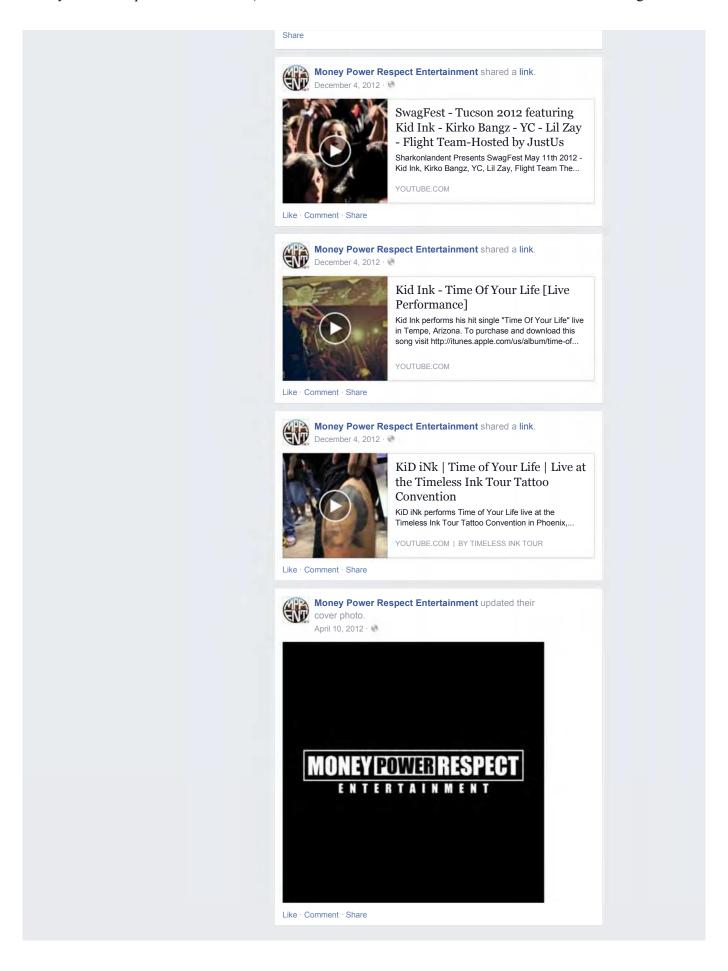


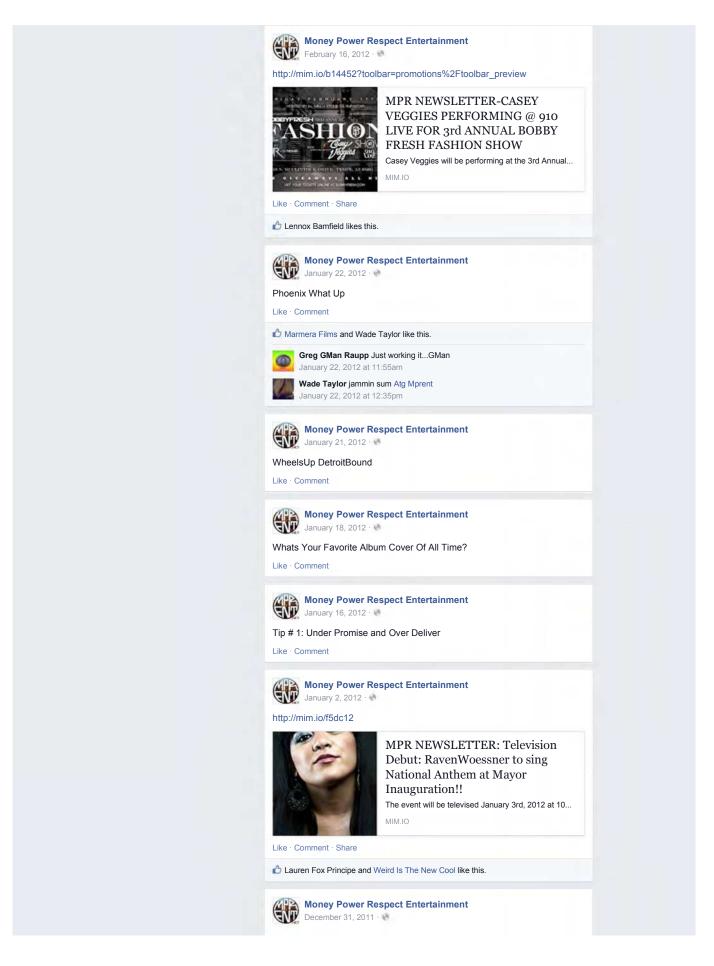


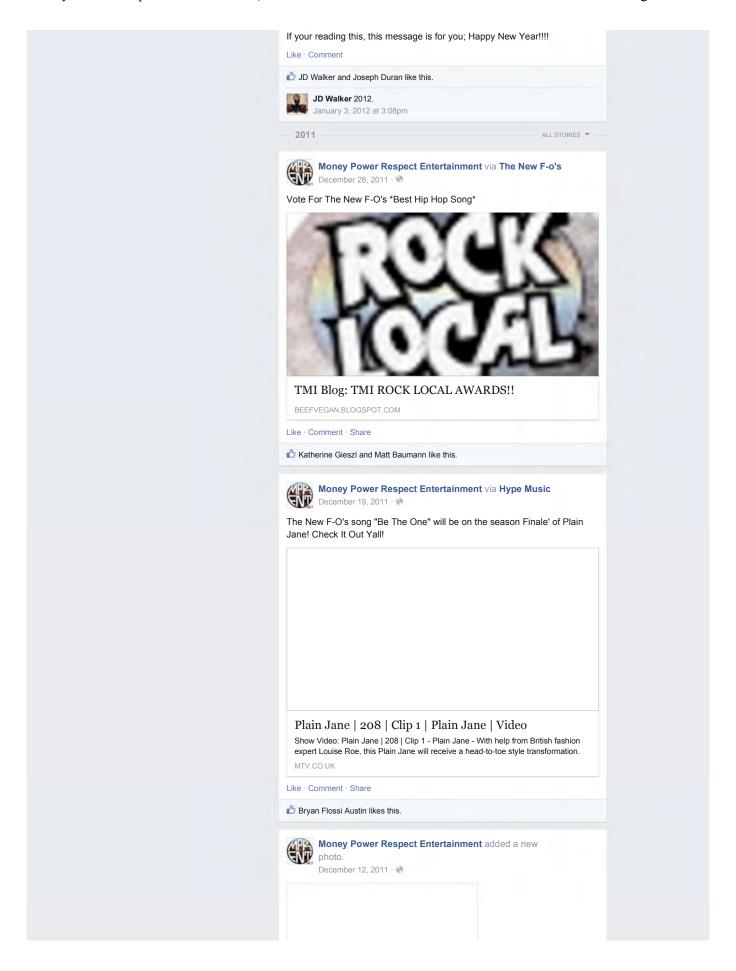


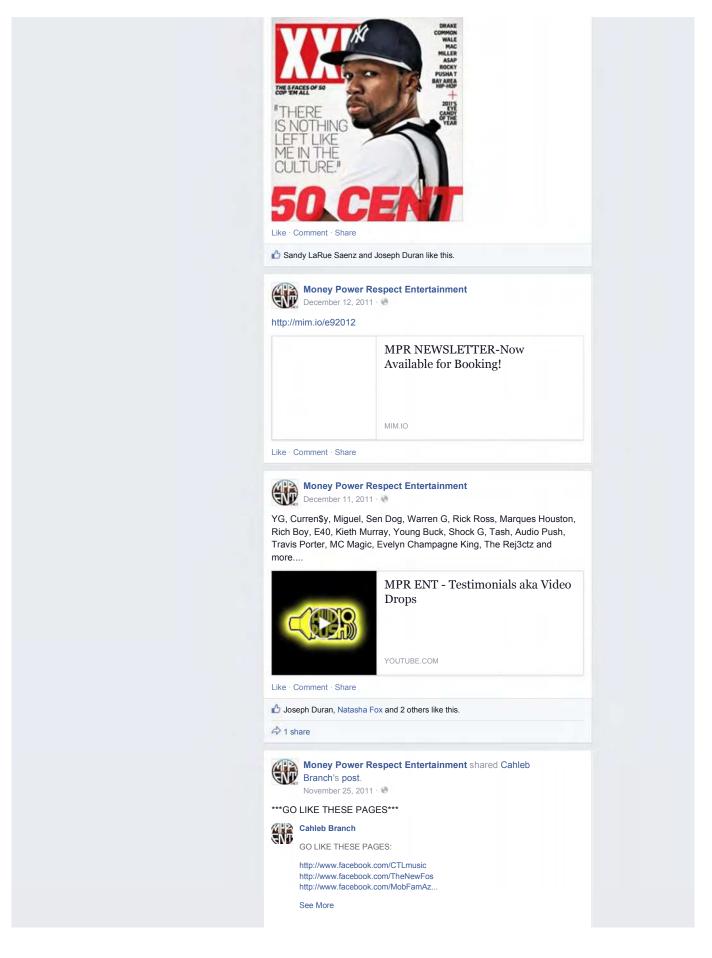


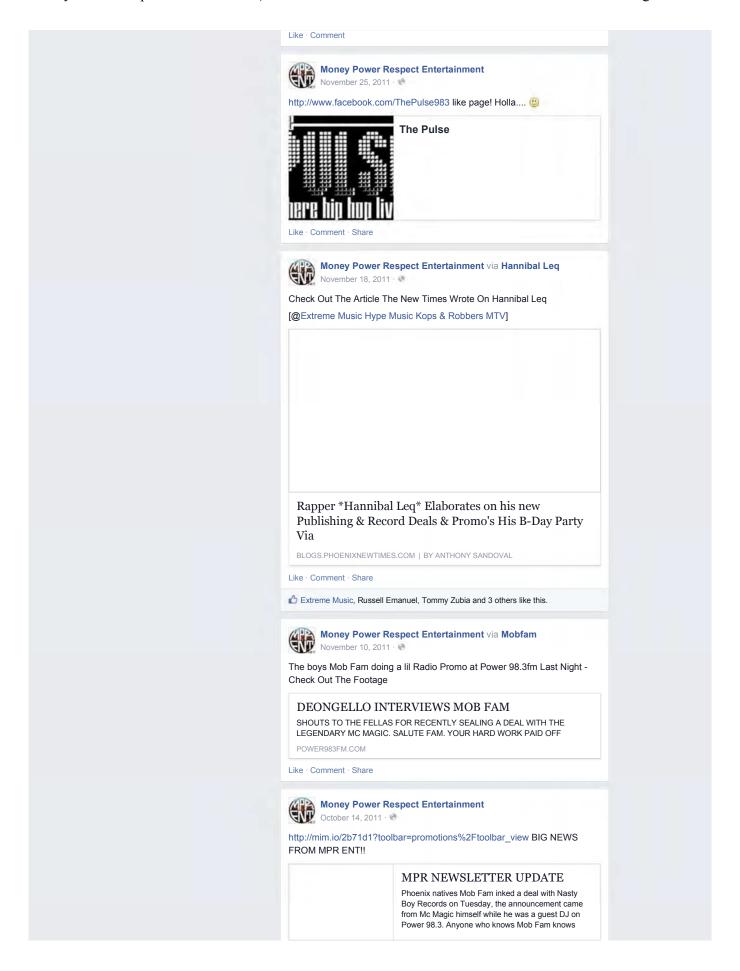


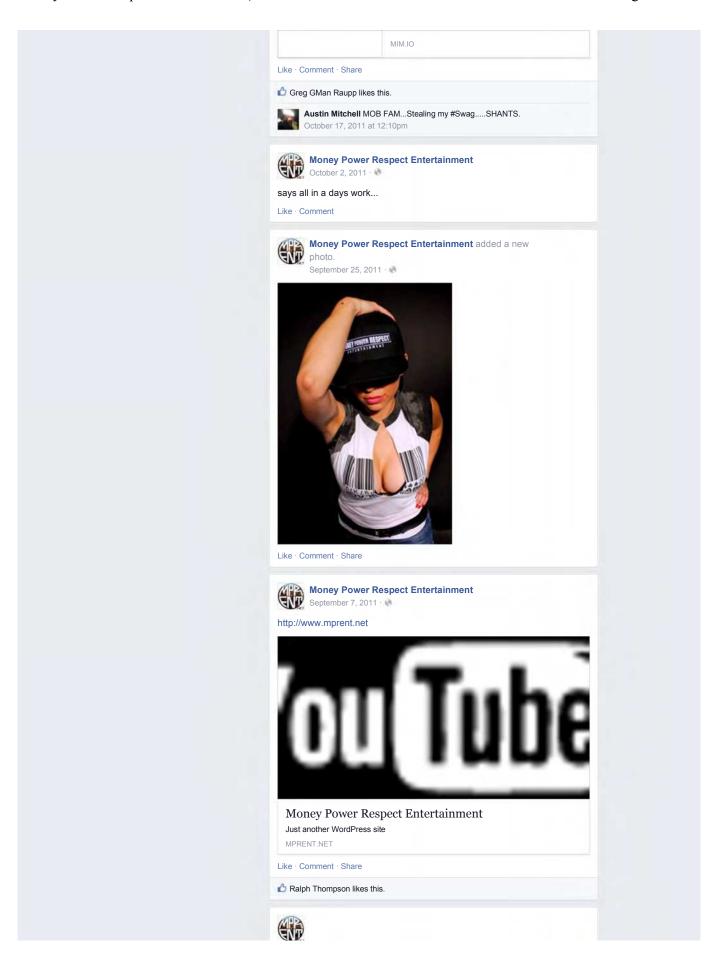


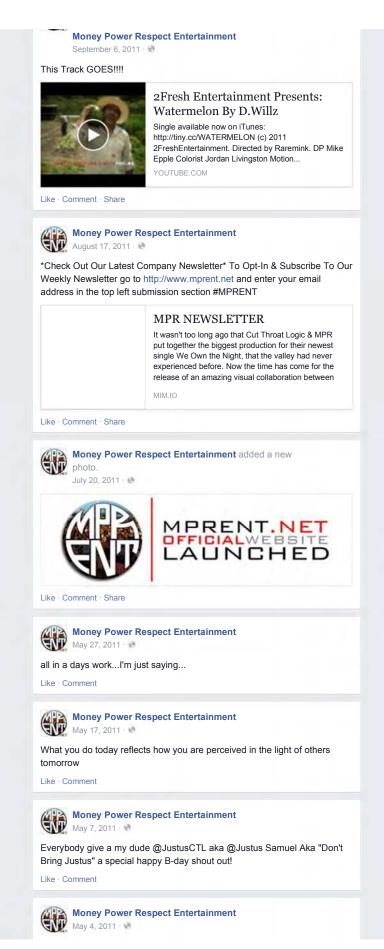


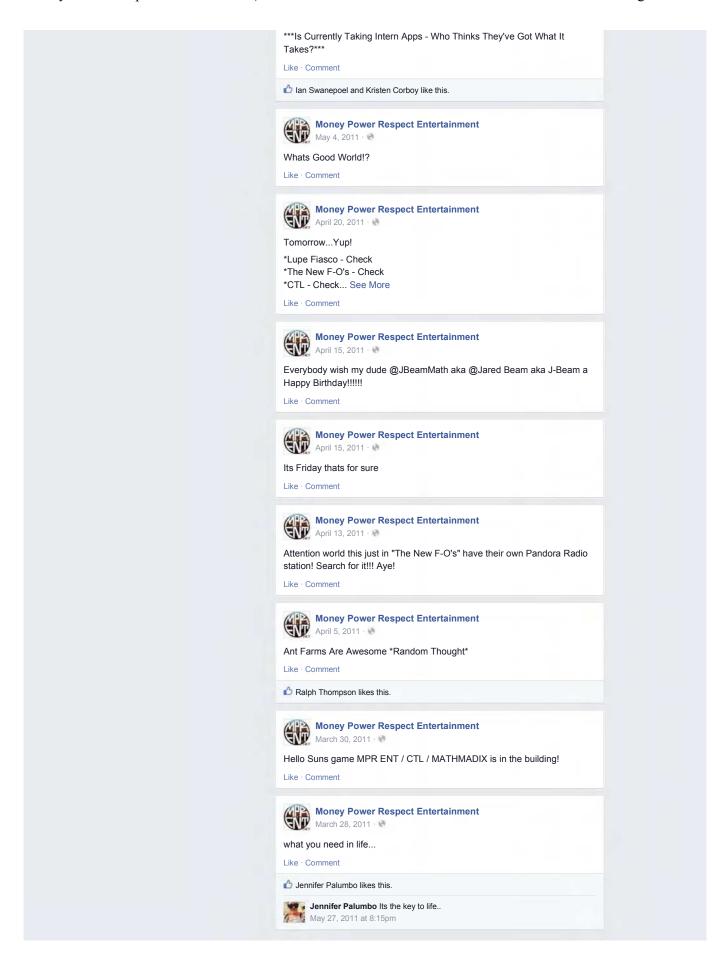




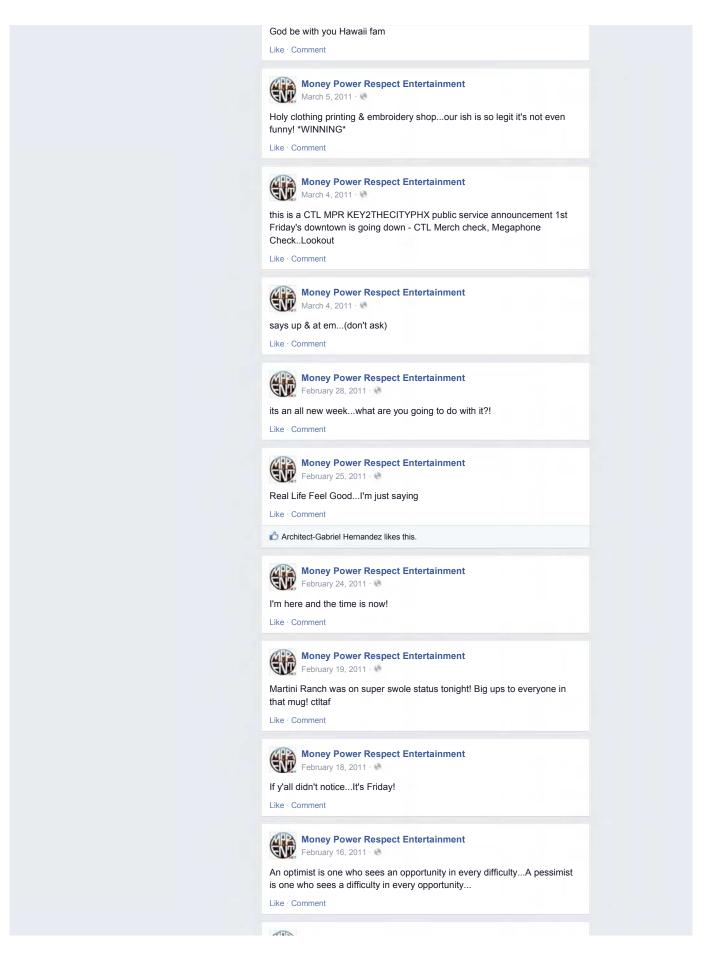


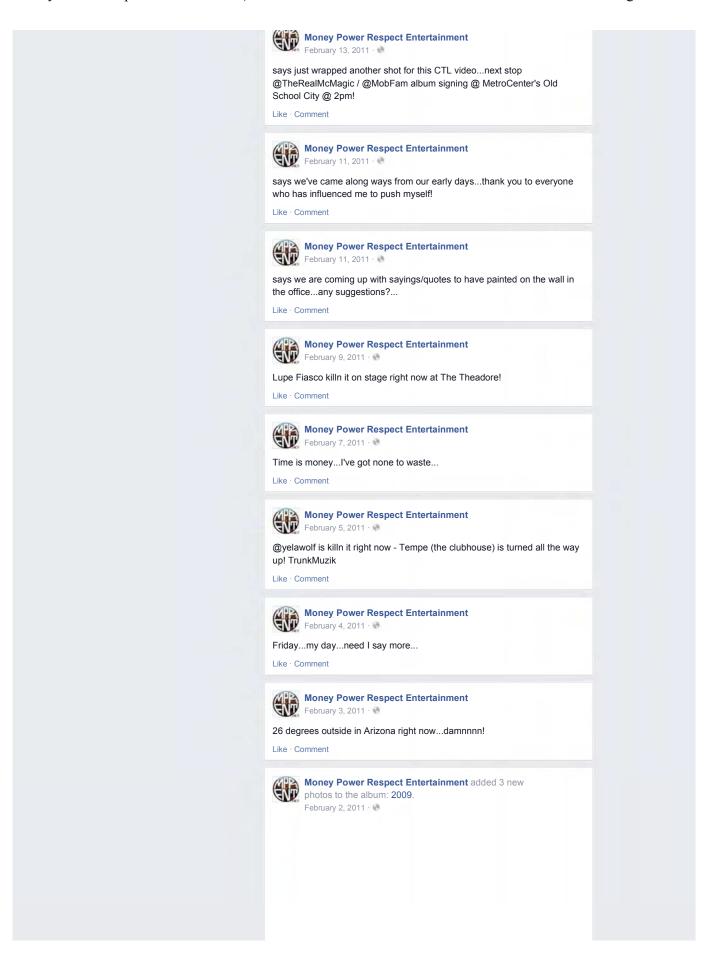






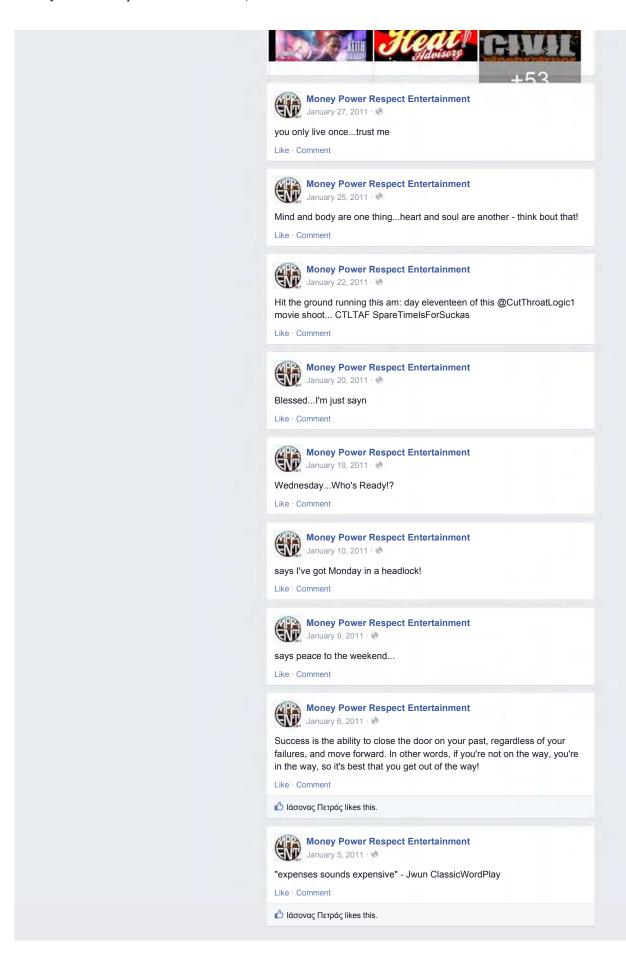


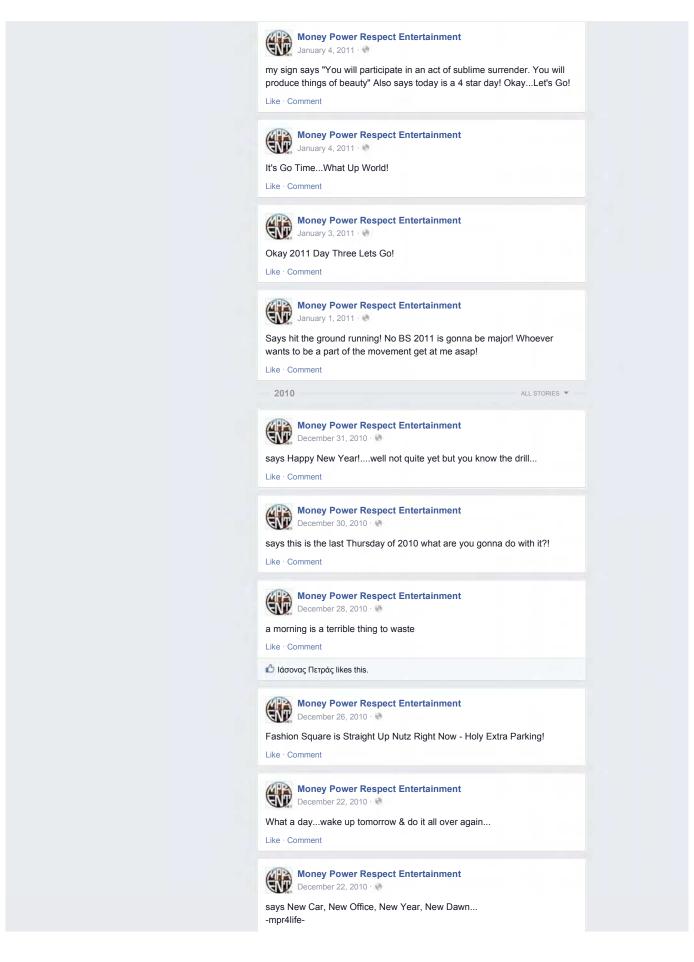


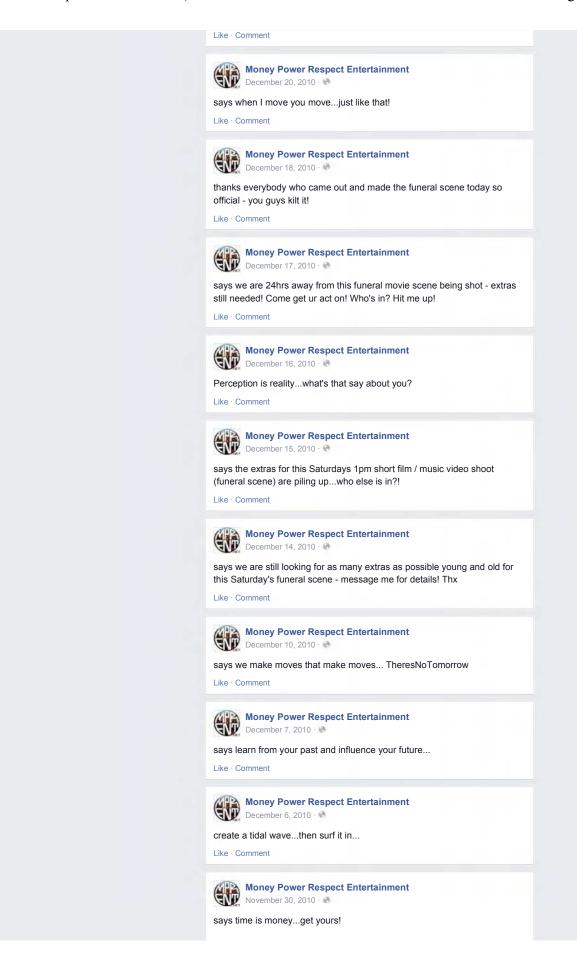


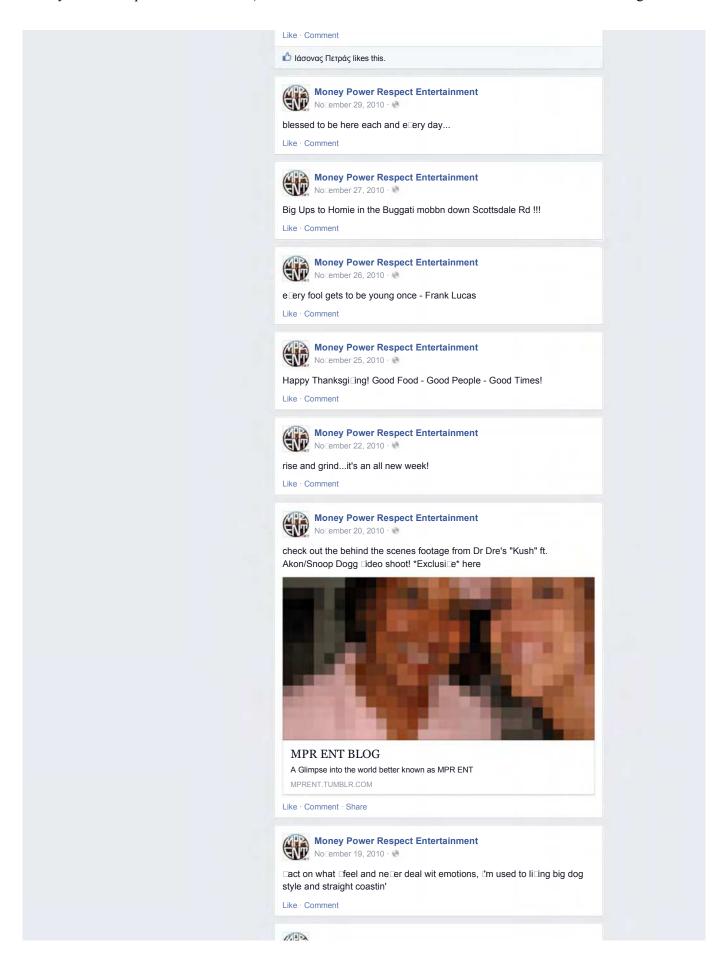


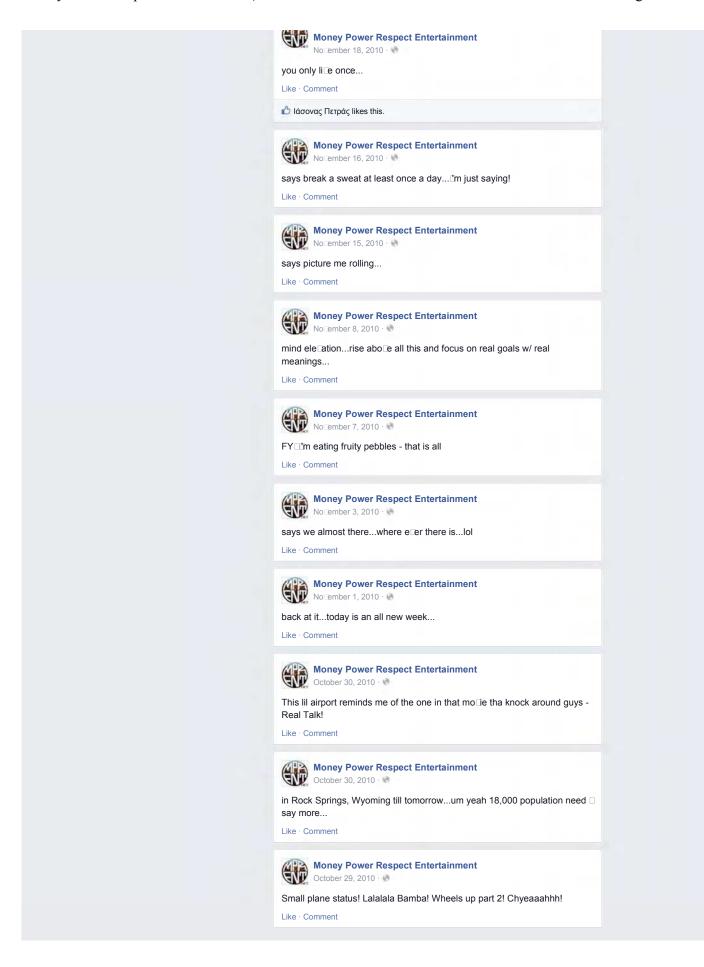


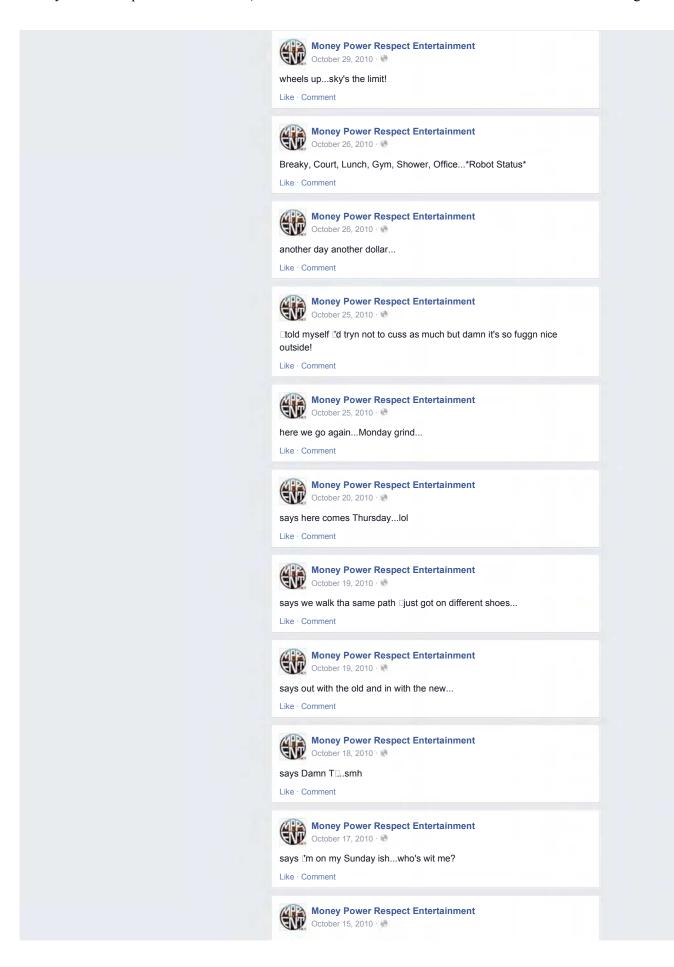


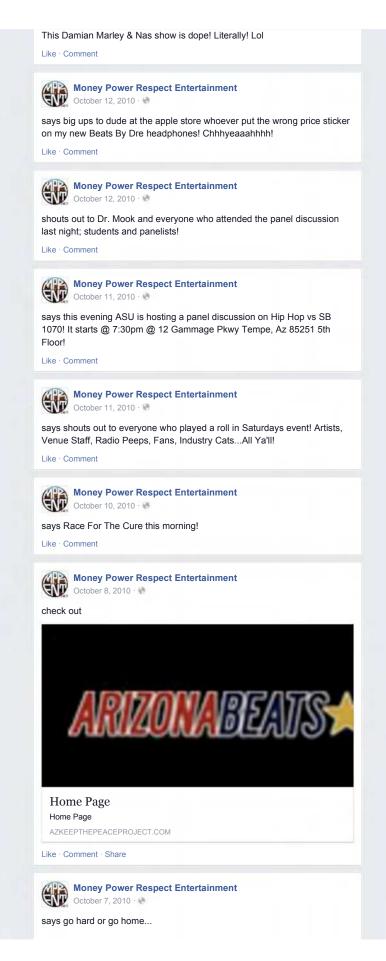


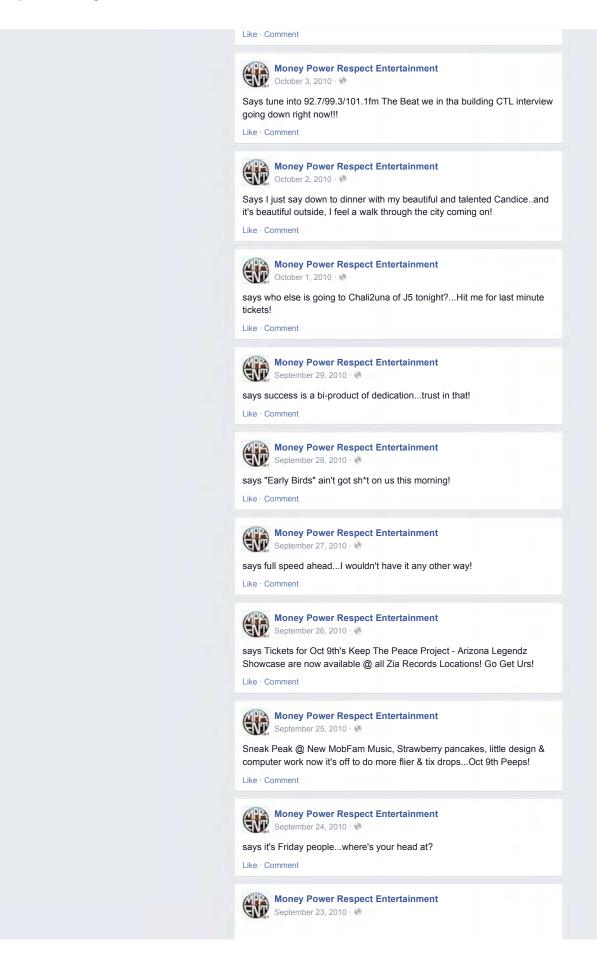




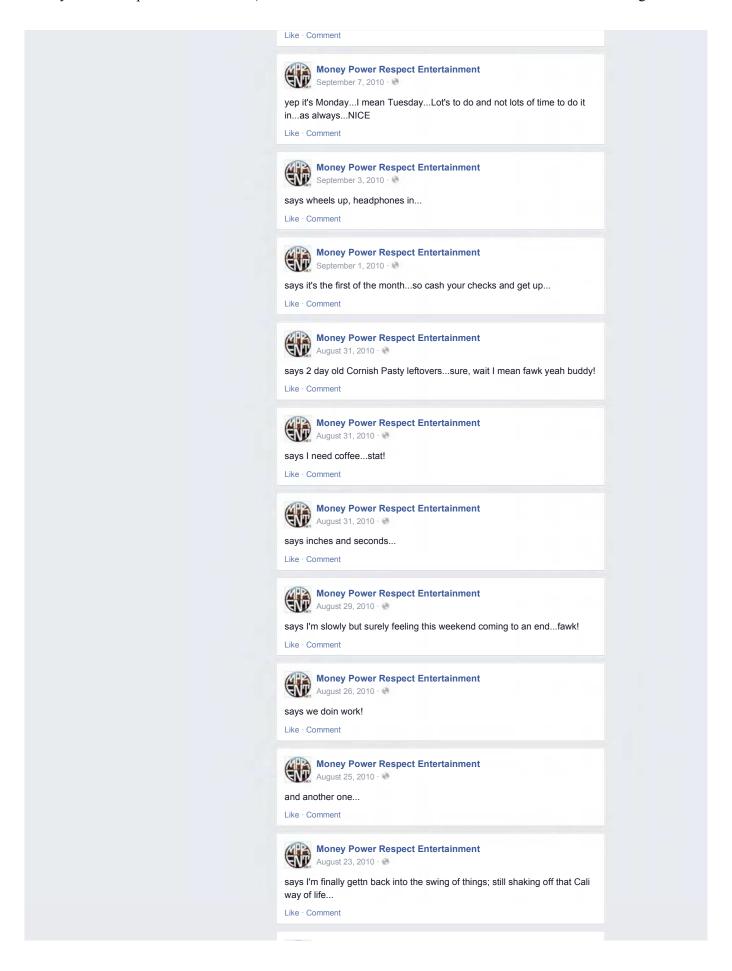


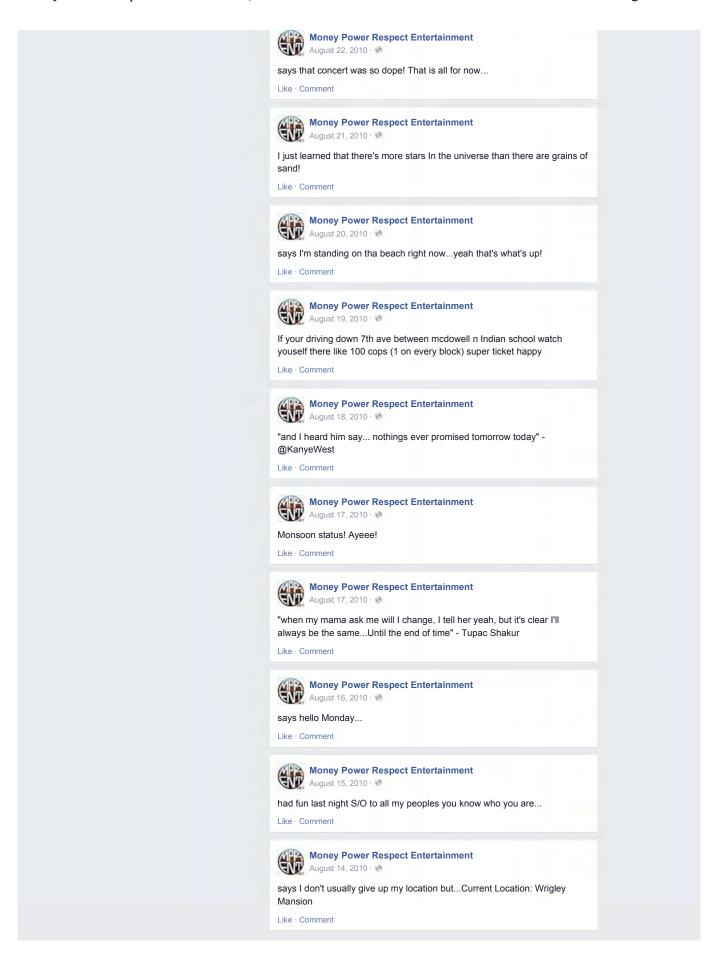


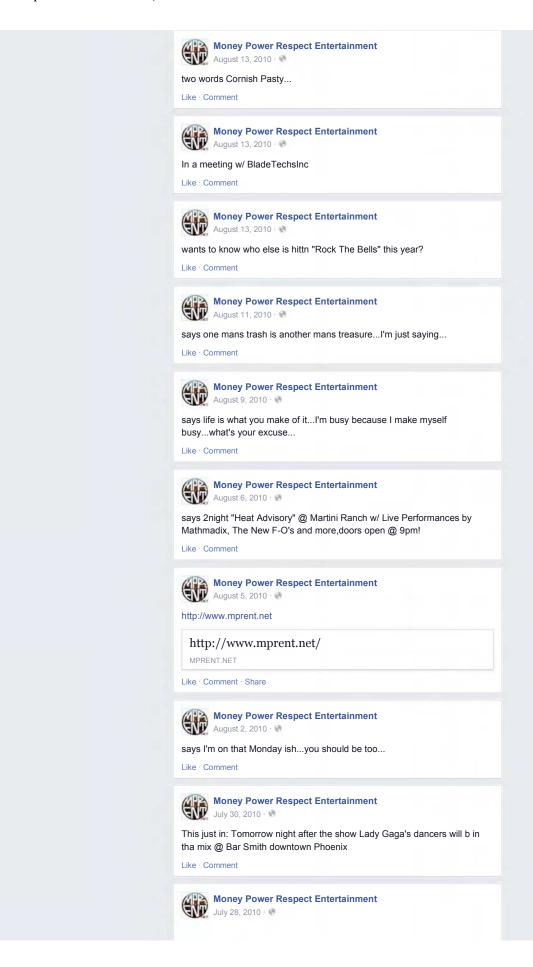






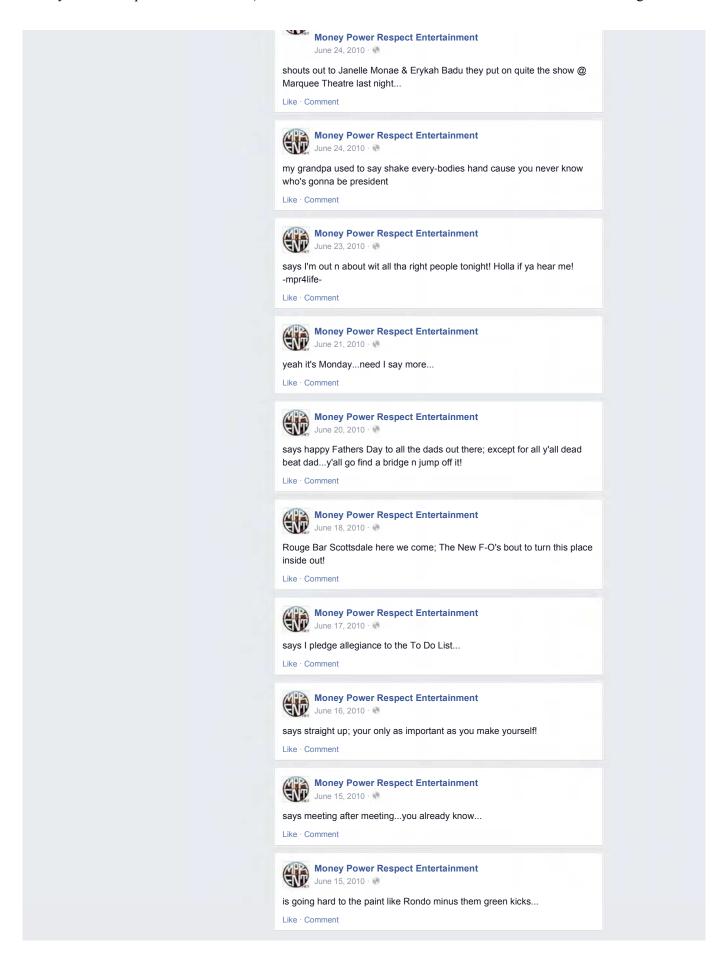


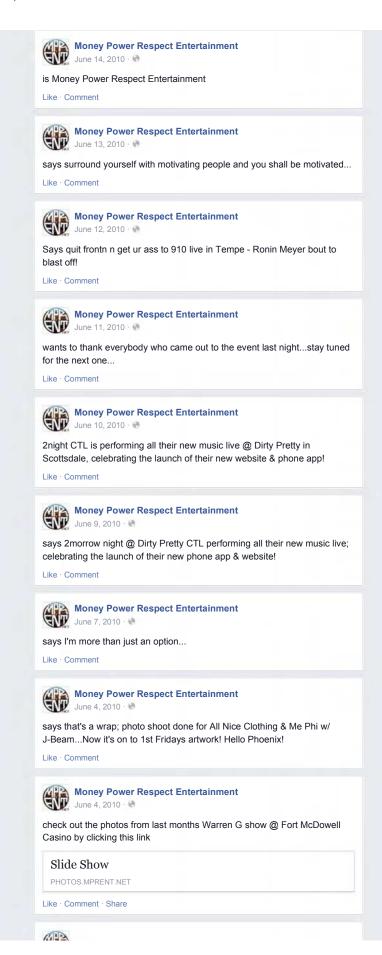


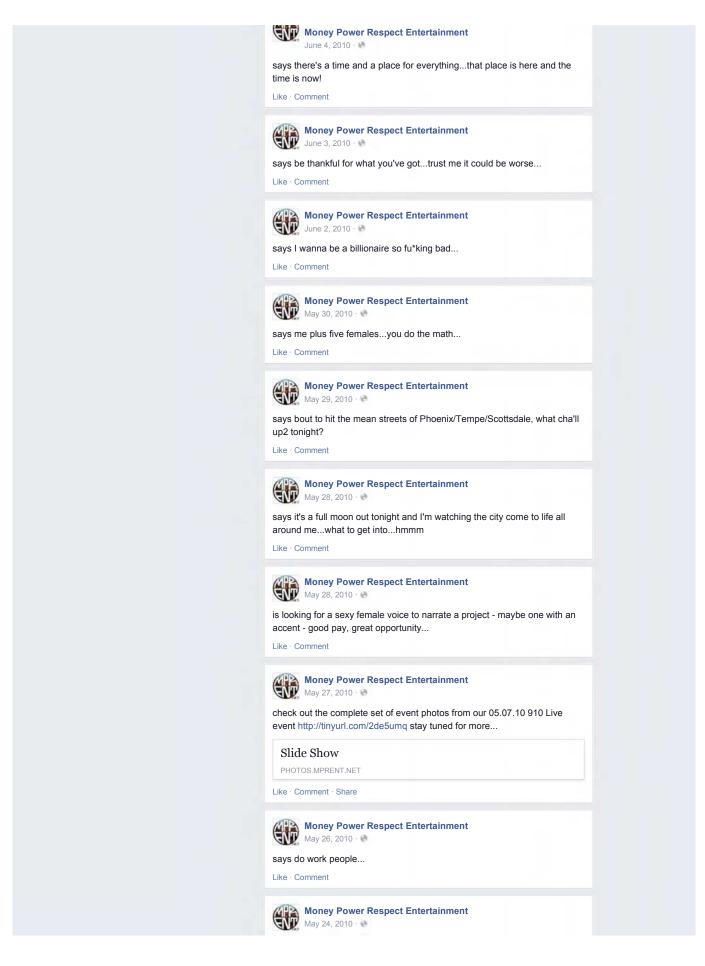


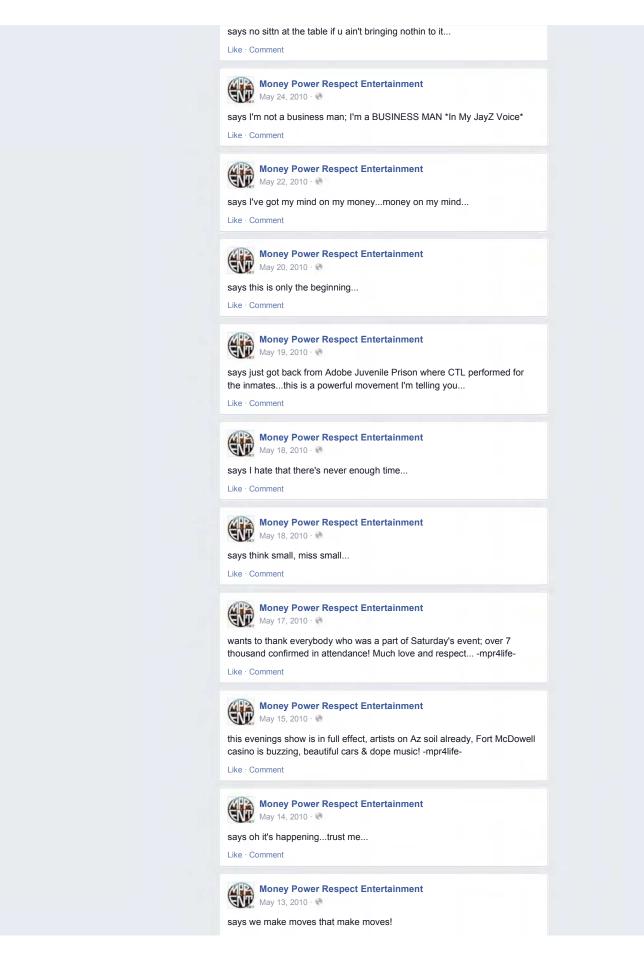


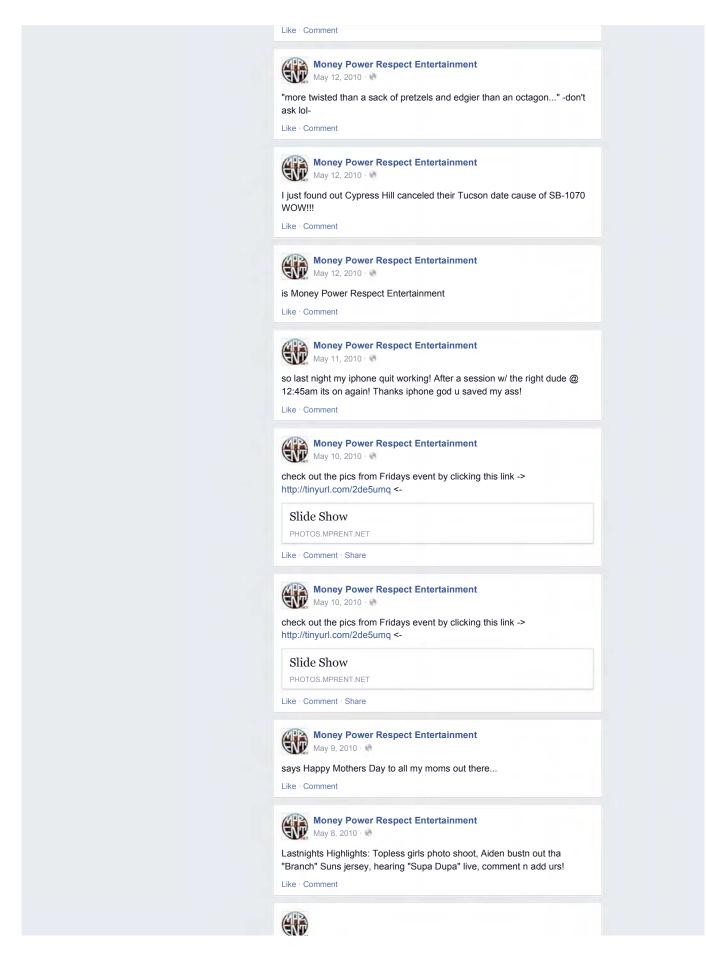












## Money Power Respect Entertainment

May 8, 2010 · 🦓

says last night was a blast...photo booth cracked off, performances were super fresh and the crowd was bananas! 910 Live got kilt!

Like · Comment



## Money Power May 7, 2010 · Money Power Respect Entertainment

says 2night 910 Live just nrth of Tempe Mrktplace & the 202 on McClintock Its a Birthday Bash not to miss plus a Poster Model Search Contest

Like · Comment



#### Money Power Respect Entertainment

says Tonight come by 910 Live just north of Tempe Marketplace & the 202, it's a Birthday Bash not to miss plus a Poster Model Search Contest

Like · Comment



#### Money Power Respect Entertainment

says The Sky is my Ceiling...

Like · Comment



#### **Money Power Respect Entertainment**

says I just enhaled the best blueberry pancakes I've ever had!

Like · Comment



#### Money Power Respect Entertainment

Money Power May 6, 2010 ·

says tomorrow night it's going down @ 910 Live just north the 202 & Tempe Marketplace on McClintock-everybody is invited!!! Hit me 4 details

Like · Comment



## **Money Power Respect Entertainment**

Money Power May 6, 2010 ·

says oh this...it's nothing...

Like - Comment



#### **Money Power Respect Entertainment**

Money Power May 5, 2010 ·

says I stay thinking about what I didn't have...that's where real motivation is born...

Like · Comment



## Money Power May 5, 2010 · M **Money Power Respect Entertainment**

says this Fri May 7th @ 910 Live in Tempe is the PhotosByDaveed.Com poster model search event hit me up for more details

Like · Comment

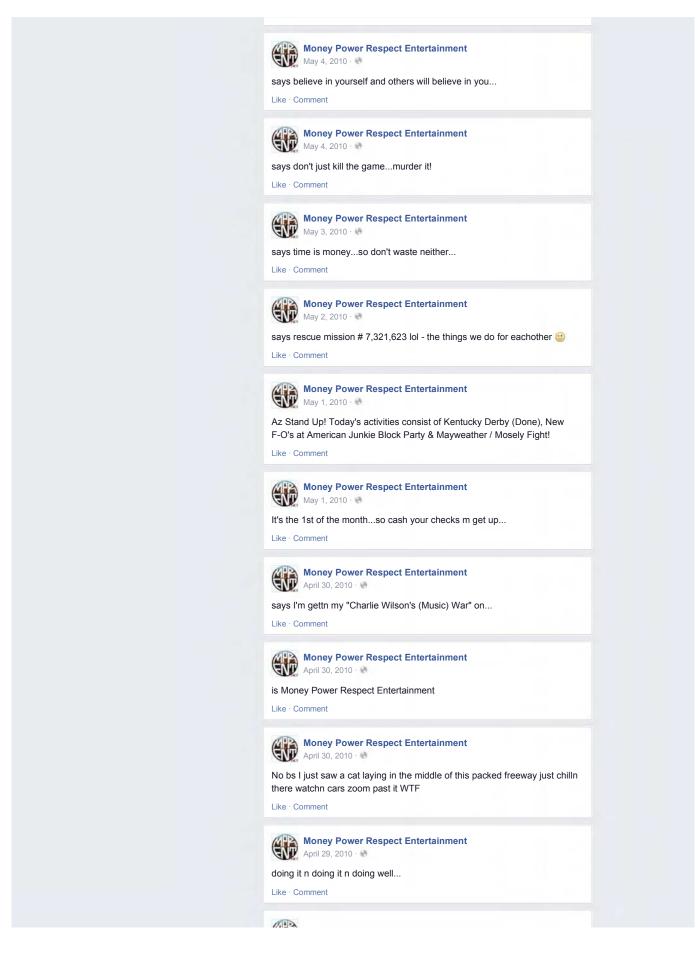


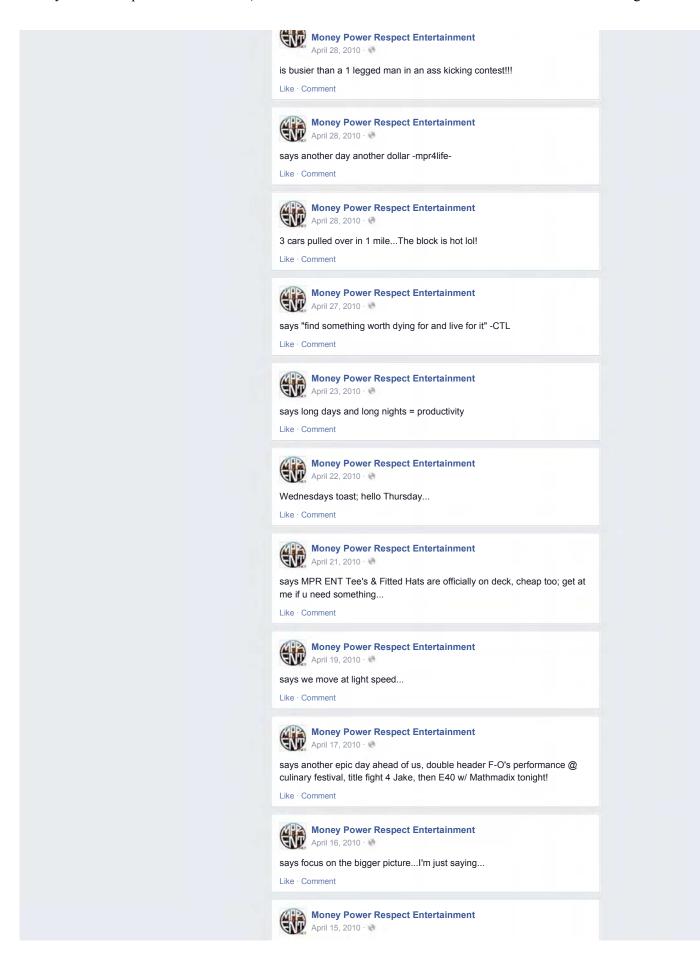
### Money Power Respect Entertainment

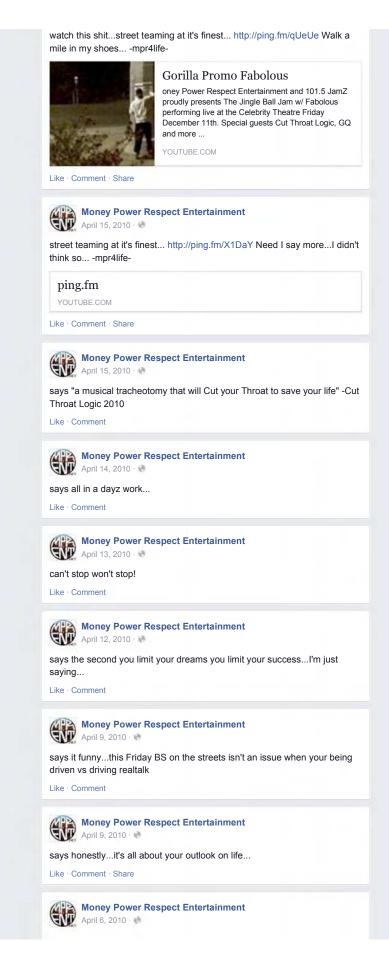
Money Power May 5, 2010

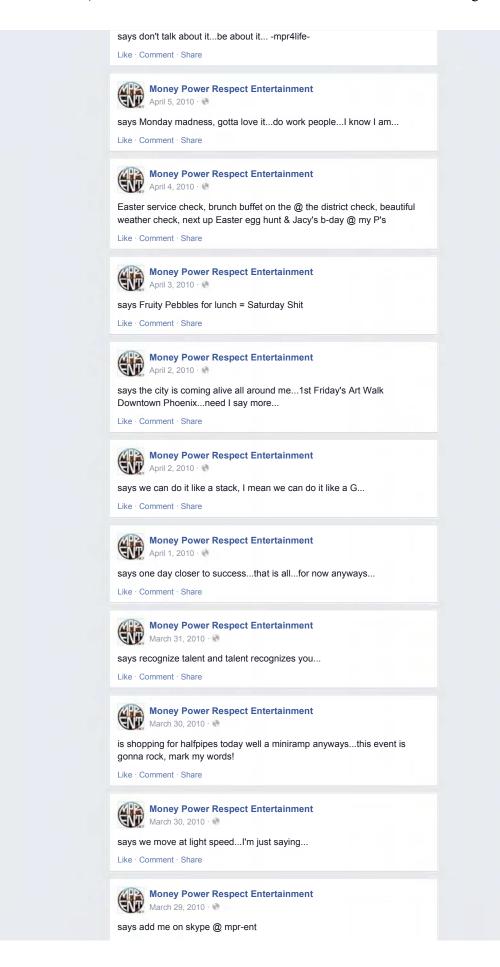
Stripper cage fighting...no comment lol...

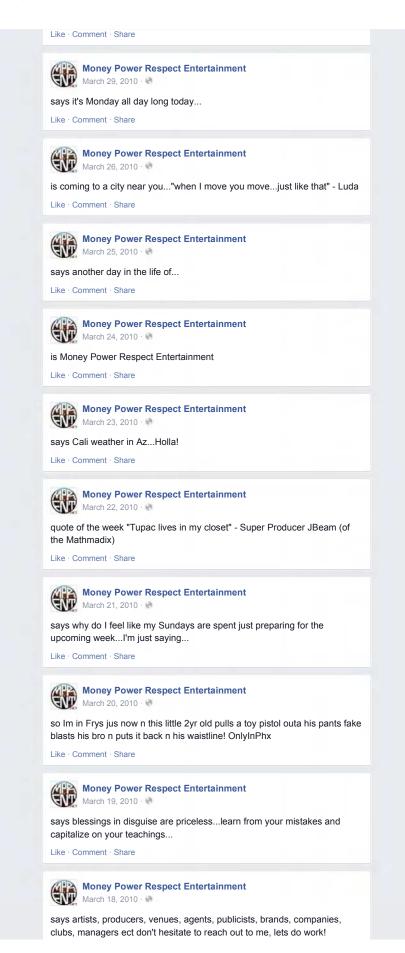
Like · Comment

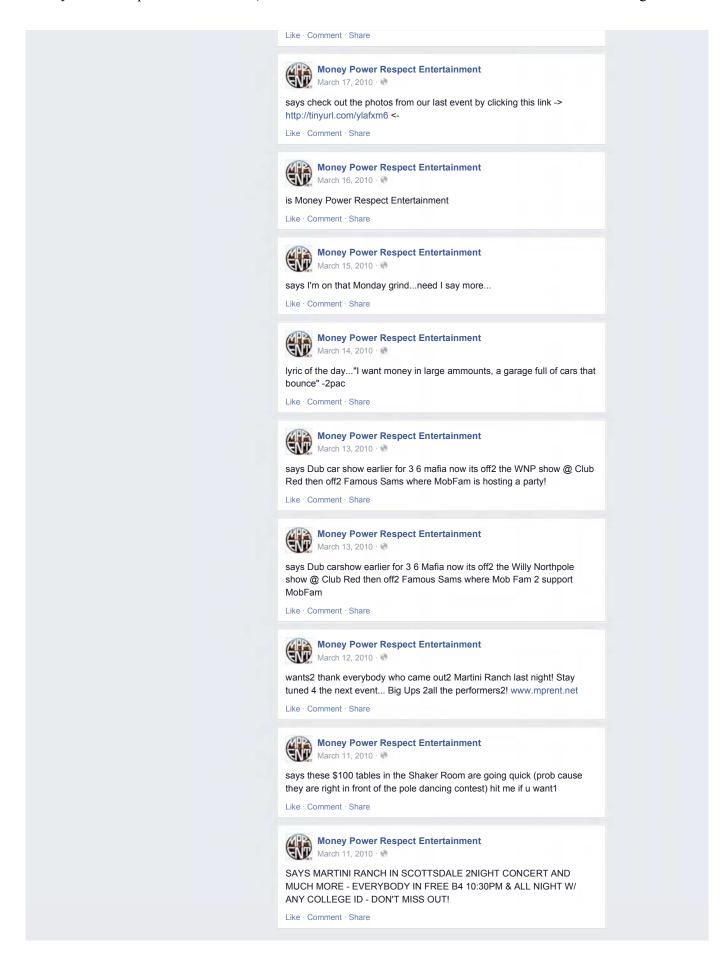














SAYS DON'T FORGET PEOPLE IT'S GOING DOWN TONIGHT @ MARTINI RANCH IN SCOTTSDALE, CONCERT / ALBUM RELEASE PARTY / POLE DANCING CONTEST IN VIP

Like · Comment · Share



## **Money Power Respect Entertainment** Money Power Re

says it's just life...kick it's butt and not the other way around!

Like · Comment · Share



#### Money Power Respect Entertainment

March 9, 2010 ·

hopes everybody makes it out Thurs Night to Martini Ranch in Scottsdale for The Spring Break Jump Off!!! Hit me up for details...

Like · Comment · Share



#### **Money Power Respect Entertainment**

says late nights & early mornings...you do the math...

Like · Comment · Share



## Money Power Respect Entertainment

March 8, 2010

says life & everything in it is a process...the sooner you get that the sooner you'll find success!

Like · Comment · Share



#### **Money Power Respect Entertainment**

March 7, 2010 ·

who needs free tickets2 Thurs Martini Ranch concert n party table reservations r filln up quick (\$100 for bottle, table & 5 VIP wristbands)

Like · Comment · Share



## **Money Power Respect Entertainment**

March 7, 2010

says yet another beautiful early morning in dowtown Phoenix...

Like · Comment · Share



## Money Power Respect Entertainment

says the freaks come out at night...well on the first Friday of every month in downtown Phoenix at least...

Like · Comment · Share



## **Money Power Respect Entertainment**

March 5, 2010

says perception is reality...mark my words...

Like · Comment · Share



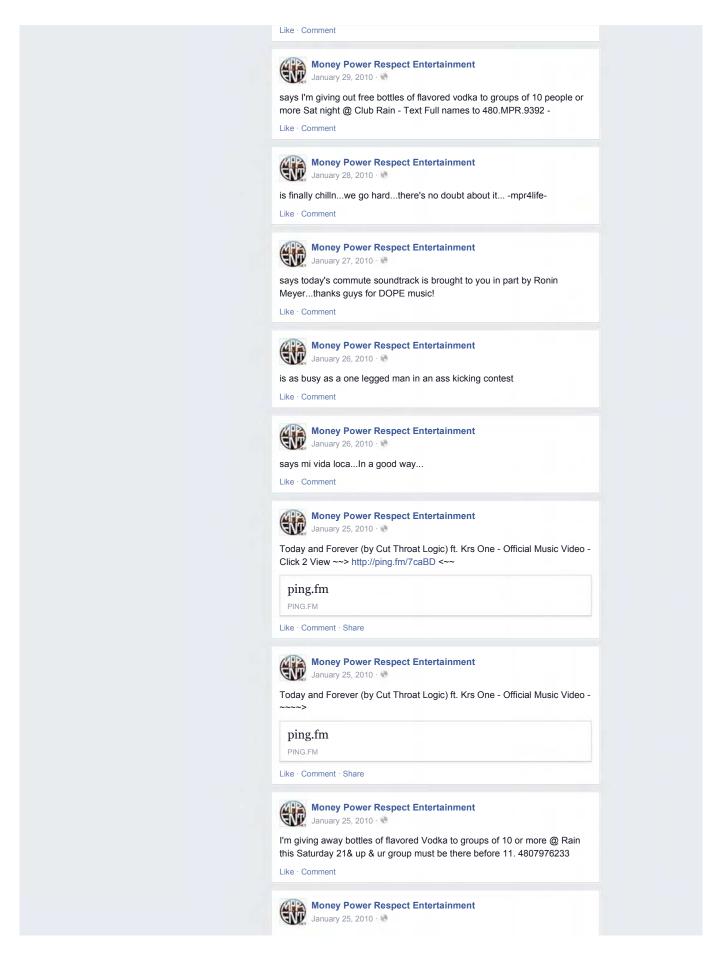
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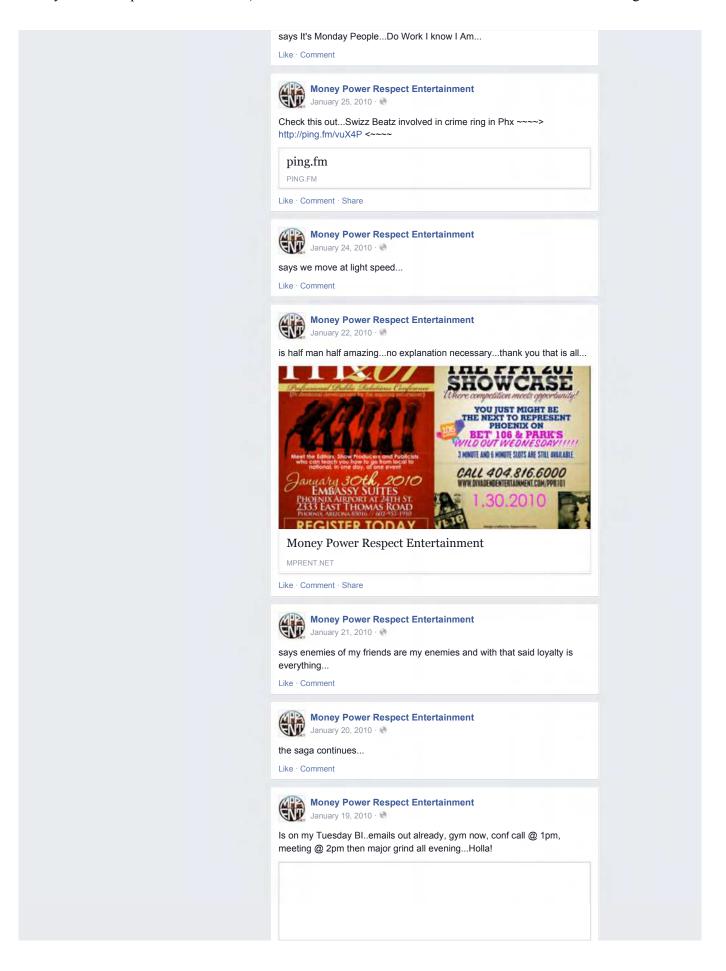


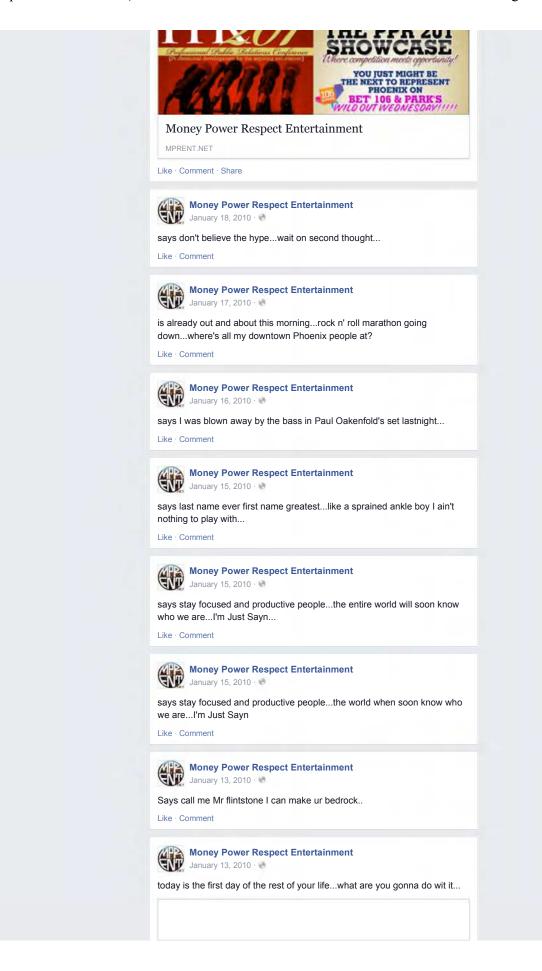


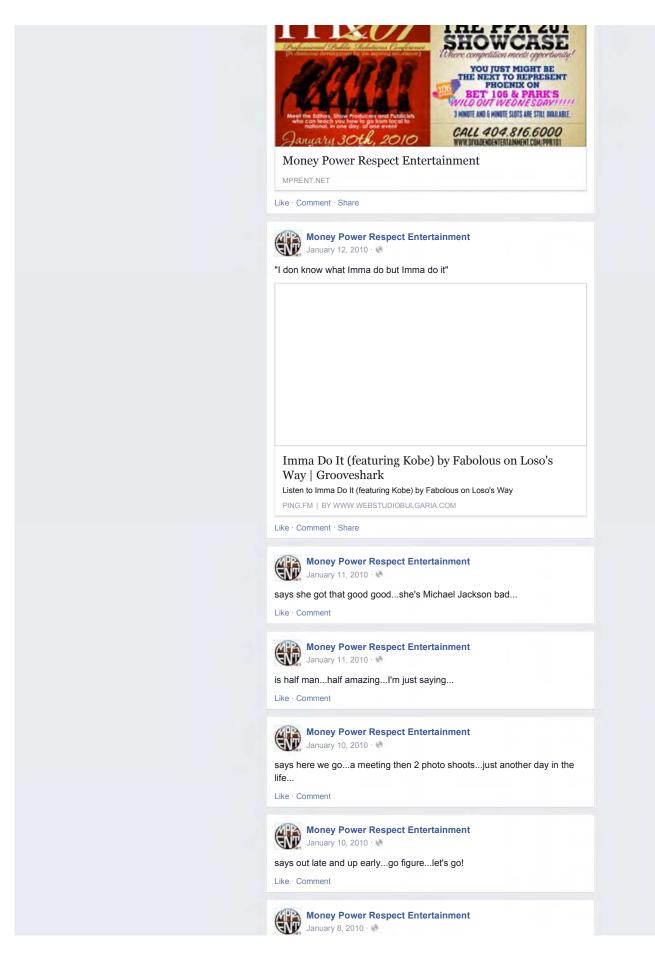
Like · Comment

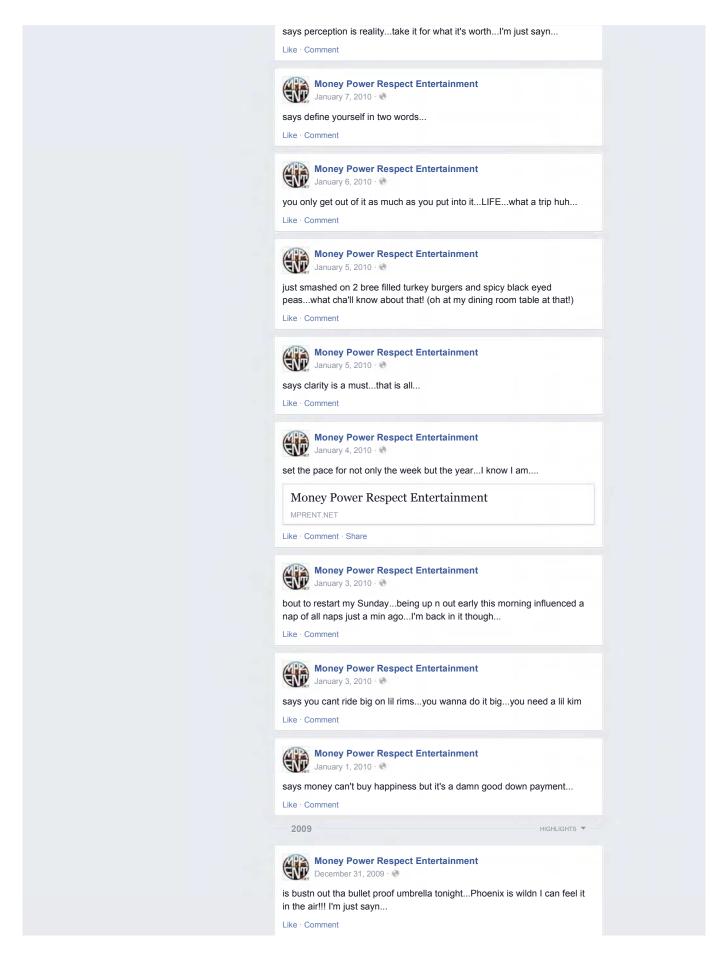


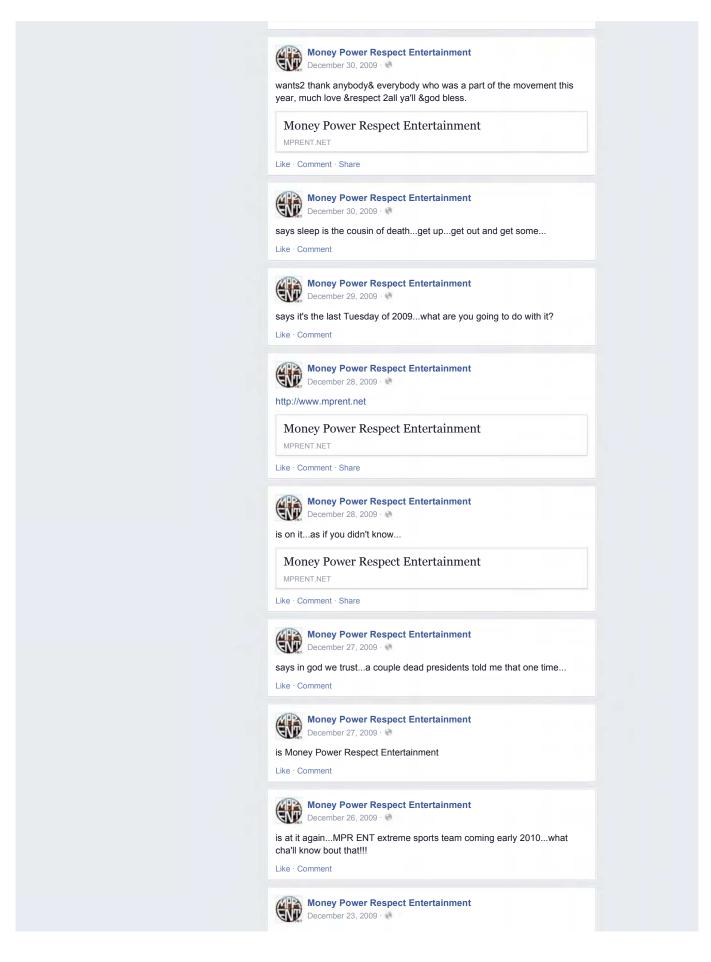


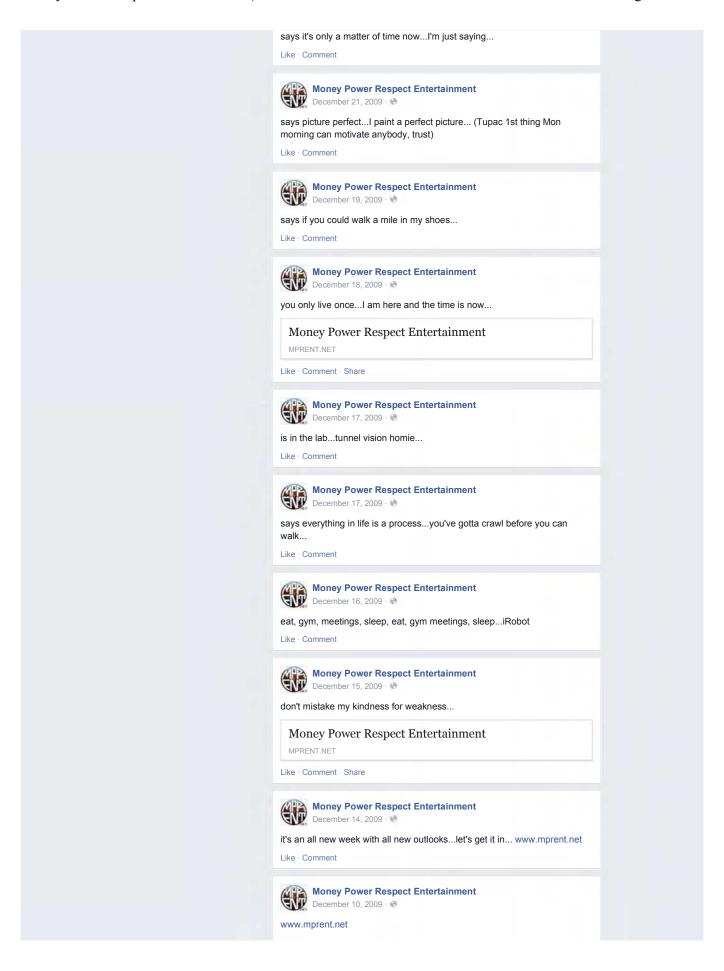


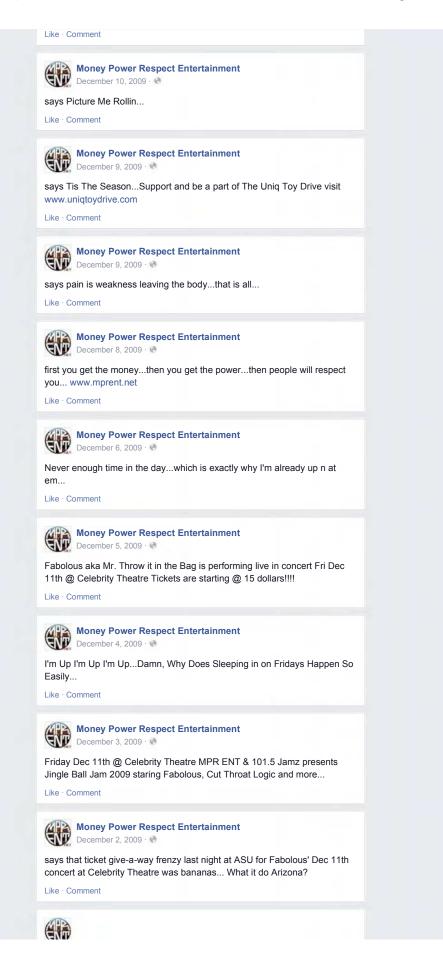


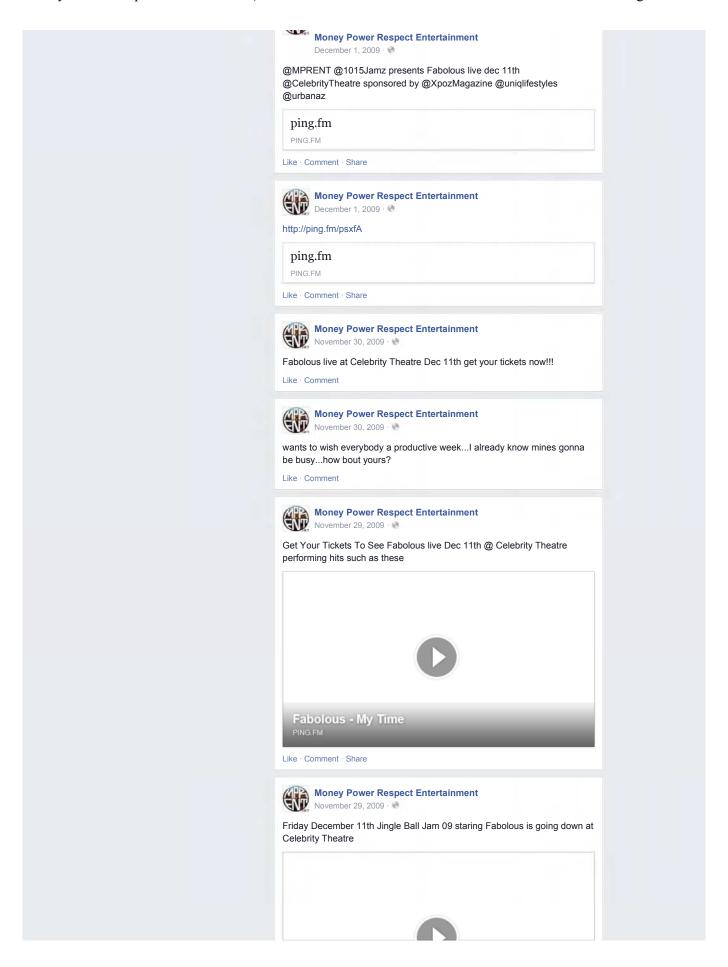


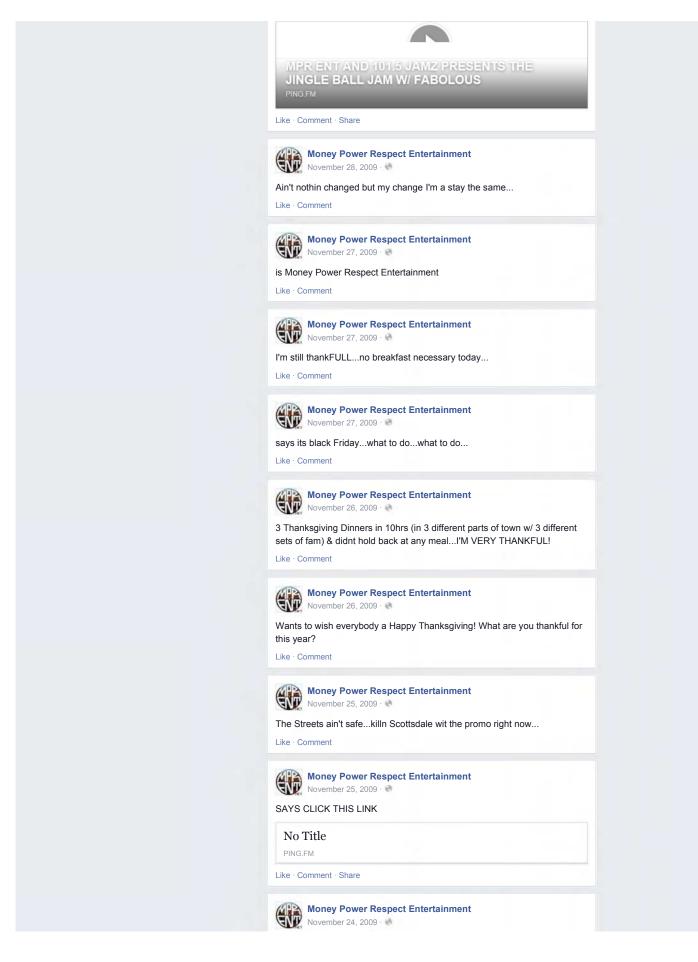


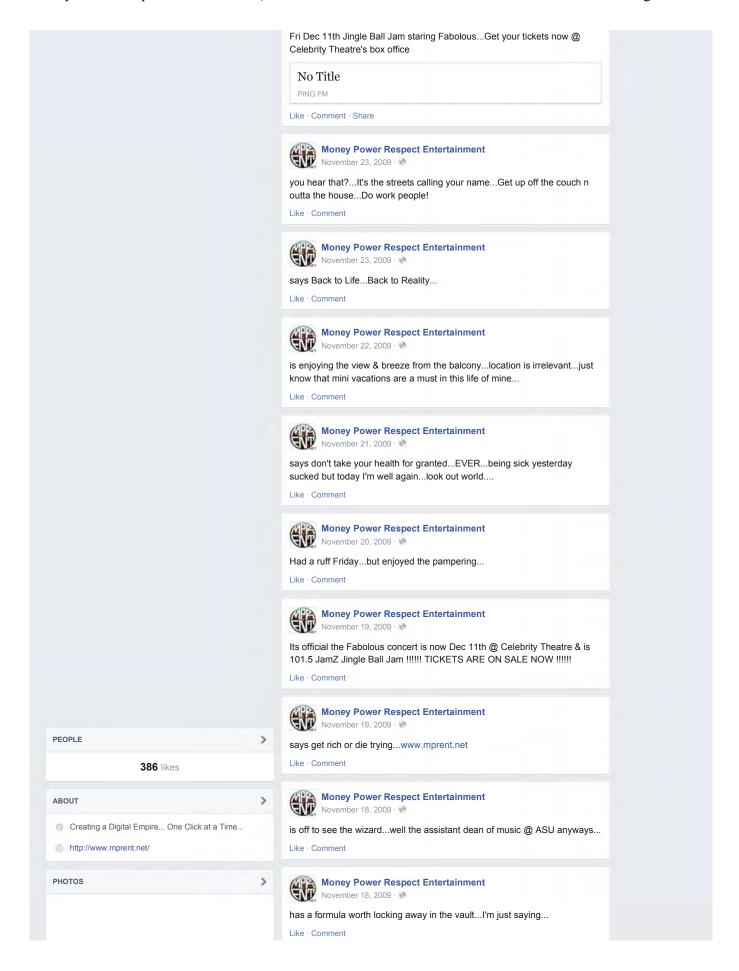


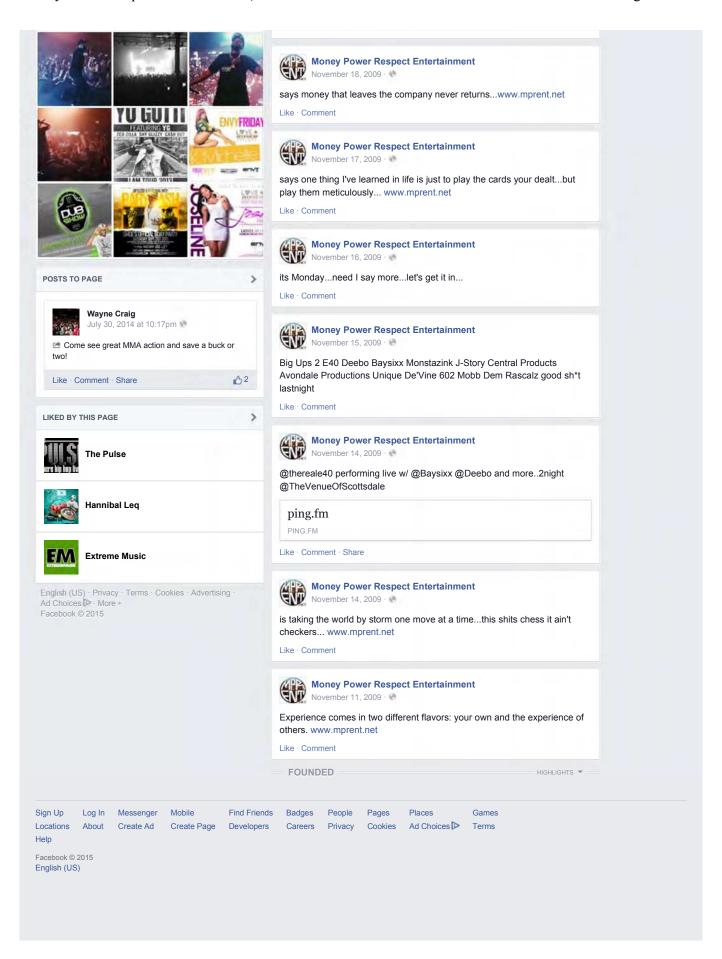












**EXHIBIT D** 



# Money Power Respect Entertainment Pushes Local Hip-Hop on a Large Scale

By Niki D'Andrea

Published Tue., Jul. 12 2011 at 9:00 AM



Cahleb Branch, head of Money Power Respect, works at his desk.

How much does it cost to book GZA from Wu-Tang Clan? Or Lil Jon? Or Nicki Minaj?

Cahleb Branch knows, because his company, Valley-based <u>Money Power Respect Entertainment</u>, books international shows for them, among a slew of other well-known hip-hop artists. But beyond that, the five year-old company's established an innovative, all-encompassing business model for *local* hip-hop acts. Branch puts Phoenix acts in opening slots for national acts; handles merchandise production, promotions, video, and graphic design; installed a state-of-the-art recording studio at the MPR offices in Old Town Scottsdale; and works hand-in-hand with the ASU Herberger School of Music to procure interns and get feedback on local artist releases.

"It's a well-oiled machine that we're building," Branch says.

There are four local hip-hop acts on the MPR roster: <u>Cut Throat Logic</u>, <u>The New F-O's</u>, <u>Mathmadix</u>, and <u>The Mob Fam</u>. Over the past few years, Branch has booked his bands to open for artists like Young Buck,



The wall in Branch's office displays some of his favorite signed photos.

Too \$hort, and KRS-One (the latter two have also recorded on tracks with Cut Throat Logic). There's a whole process in place when it comes to new albums. When one of the MPR artists records a new record, Branch brings it to Dr. Richard Mook at ASU's Herberger School of Music, who then lets his students review the albums for extra credit. Branch says the student feedback also helps determine the final song list on the albums.

Once an album's released or a show's booked, MPR sends out a street team to plaster areas with fliers and posters. But they also reinforce promotions online and through phone apps. "It's looked upon as guerrilla marketing," Branch says. "If you're on the freeway and see a poster, or you see a flier at a coffee shop, then you go online and find things on Facebook, it reinforces."

MPR uses technology like the Moby Chip, which allows people to take a photo of a digital stamp and link to content online through their phones. "We're

embracing the technology completely," Branch says. "We basically catch the consumer where they shop or eat or hang out."



Engineer J-Beam works on a drum beat in one of the MPR studios.

In January, the company moved into some swank offices in Scottsdale, which include a recording studio (complete with reel-to-reel and digital equipment, twin turntables, and a separate vocal booth), and a full apartment for visiting music artists to stay in. The lobby includes leather couches and a giant, flat-screen plasma TV. When we visited the offices, the TV showed a promotional video for MPR that included props from Rick Ross and Warren G.

All they need now is a new website, which Branch says is in the works and will launch at <a href="https://www.mprent.com">www.mprent.com</a> soon. The site will include a point of contact for booking acts, as well as MPR's other services, which Branch says are open to the public (but the posh offices are not; appointments are required). "Being on the waterfront, in walking distance from shopping and nightlife, is wonderful," Branch says of the office location. "If you sit in the office and look through the blinds, it's easy to close deals on the view alone."

